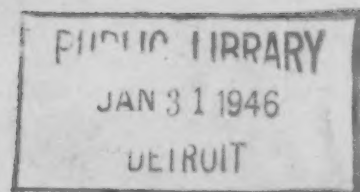


*Modern*

# LITHOGRAPHY

JANUARY • 1946 • VOLUME 14 • NUMBER 1



*ml*



**CERAMIC DECALS**

(See Page 5)

**Medium Chrome Yellow 138P**

## Senelith Inks

were the first lithographic inks  
made from dyestuffs  
treated with sodium tungstate  
for better sunfastness  
and are still leading  
with their outstanding resistance properties

**The Senefelder Company, Inc.**

*"Everything for Lithography"*

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**New York 13, N. Y.**



**P.O.P.**  
POINT OF PURCHASE

## Display Days are here again

- Throughout the war the inventive ability, ingenuity and skill of the ARVEY creative staff was employed on the task of preparing for a vast expansion in point of purchase advertising when hostilities ceased.
- Mounting and finishing materials are again obtainable. ARVEY production facilities have been expanded. Our creative and production personnel has been steadily augmented. We are now ready to resume normal service to the trade.
- Samples of new P. O. P. display pieces developed and styled by ARVEY specialists during the past three years are now available . . . new ideas, new creations, new forms, new shapes, planned by the ARVEY staff of skilled construction engineers.

Consult us on your next job. We will promptly submit dummy constructions and quotations.



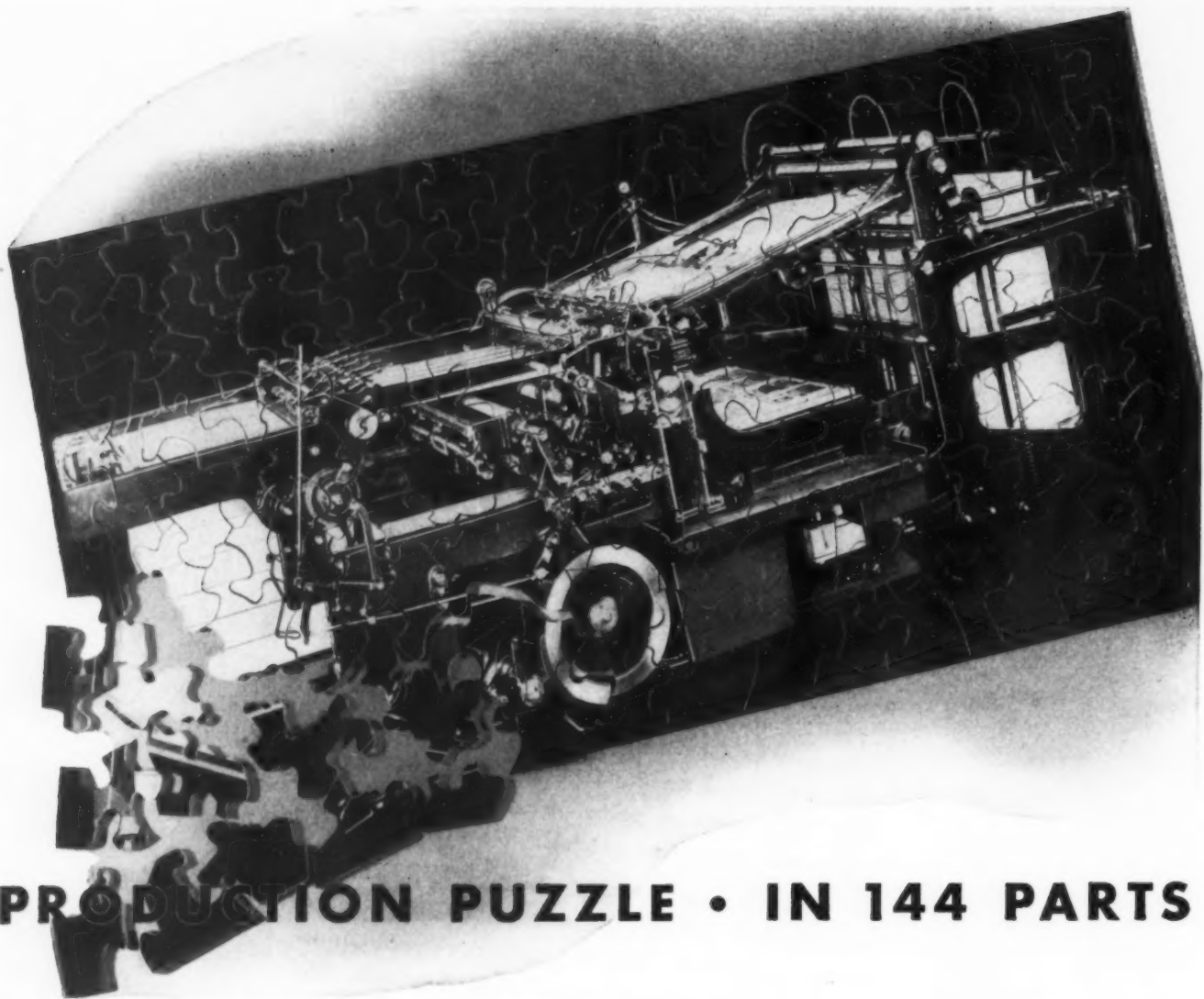
# ARVEY CORPORATION

WORLD'S LARGEST MOUNTERS AND FINISHERS OF ADVERTISING DISPLAYS

CHICAGO • DETROIT • JERSEY CITY







## PRODUCTION PUZZLE • IN 144 PARTS

144 different materials make the Miller Major. Each material is extensively tested and chosen for physical, chemical and economic qualities. Substitutions are impracticable; for example, there are 33 different steels used in the Miller Major alone and few of them can be replaced by another with equal efficiency.

Disperse these 144 materials over 48 states. Vary their selling prices with the weather. Observe that millions of men who once made these materials are still in uniform. Start a thousand of America's large machinery builders searching for these and similar materials at once — and you have chaotic confusion.

Every machinery manufacturer including Miller, has a jigsaw puzzle on hand, so to

speak. Every missing material is a perplexing part of the puzzle. And the puzzle is woefully incomplete even if only one or two parts are missing. Take castings alone; steel, bronze, zinc, aluminum and malleable and gray iron castings of various characteristics and a variety of shapes are needed for the Miller Major — all from an American foundry industry with 80% of its productive capacity desperately undermanned.

But, America's pressrooms need presses — modern Miller Presses of durable quality at least equal to those of prewar. That problem is ours, sincerely and deeply understood. We intend to produce Miller Automatics and offer them soon, possibly within a month or so.



**MILLER PRINTING MACHINERY CO. • PITTSBURGH, PA.**

MODERN LITHOGRAPHY



# Modern LITHOGRAPHY *ml*



## THIS MONTH'S COVER

This photograph shows an old-time lithograph artist working on a stone in the plant of Commercial Decal, Inc., Mt. Vernon, N. Y. The artist, Herman F. Mertens, spent his life at the stone, working until his death last October. He was 74 and a native of the United States. His stone engravings were winning prizes as far back as the World's Fair at St. Louis many years ago. For a story and more pictures on this decal plant see "Ceramic Decals," page 24.

JANUARY, 1946  
VOLUME 14, No. 1

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ROBERT P. LONG  
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*Technical Editor*

THOMAS MORGAN  
*Business Manager*

Address all correspondence to  
254 W. 31st St., New York 1, N. Y.

## MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

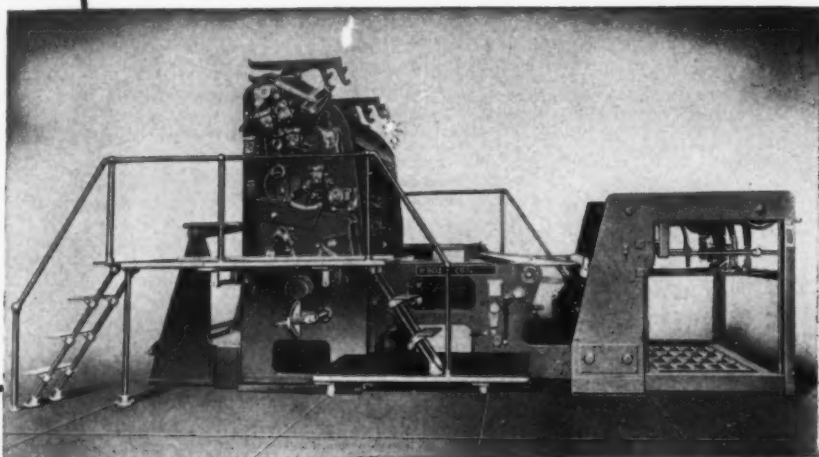
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WAYNE E. DORLAND, *President*; GRANT A. DORLAND, *Vice-President*, IRA P. MACNAIR, *Secretary-Treasurer*. Published monthly on the 15th by The Photo-Lithographer, Inc., Advertising and Editorial Office, 254 W. 31st St., New York 1, N. Y. Advertising rates made known on application. Closing date for copy—25th of the month previous to date of issue. Entered as second class matter at the Post Office at New York, N. Y., under the Act of March 3, 1879.

JANUARY, 1946

5

An example of  
*Anti-*  
**OBSOLESCENCE**



**HOE METAL DECORATOR.** Lithographs colors on sheets up to 50" x 72". Many advanced features improve product and operation. Fine quality, high speeds, minimum vibration. Handles a wide range of thicknesses in tinplate, aluminum, sheet steel.

## ...an invaluable characteristic of **HOE DESIGNING**

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The advantages which this Hoe product is demonstrating today are the result of Hoe's thoughtful designing of yesterday. This forward-looking characteristic of Hoe designing skill has produced fundamental advancements which are not likely to be improved

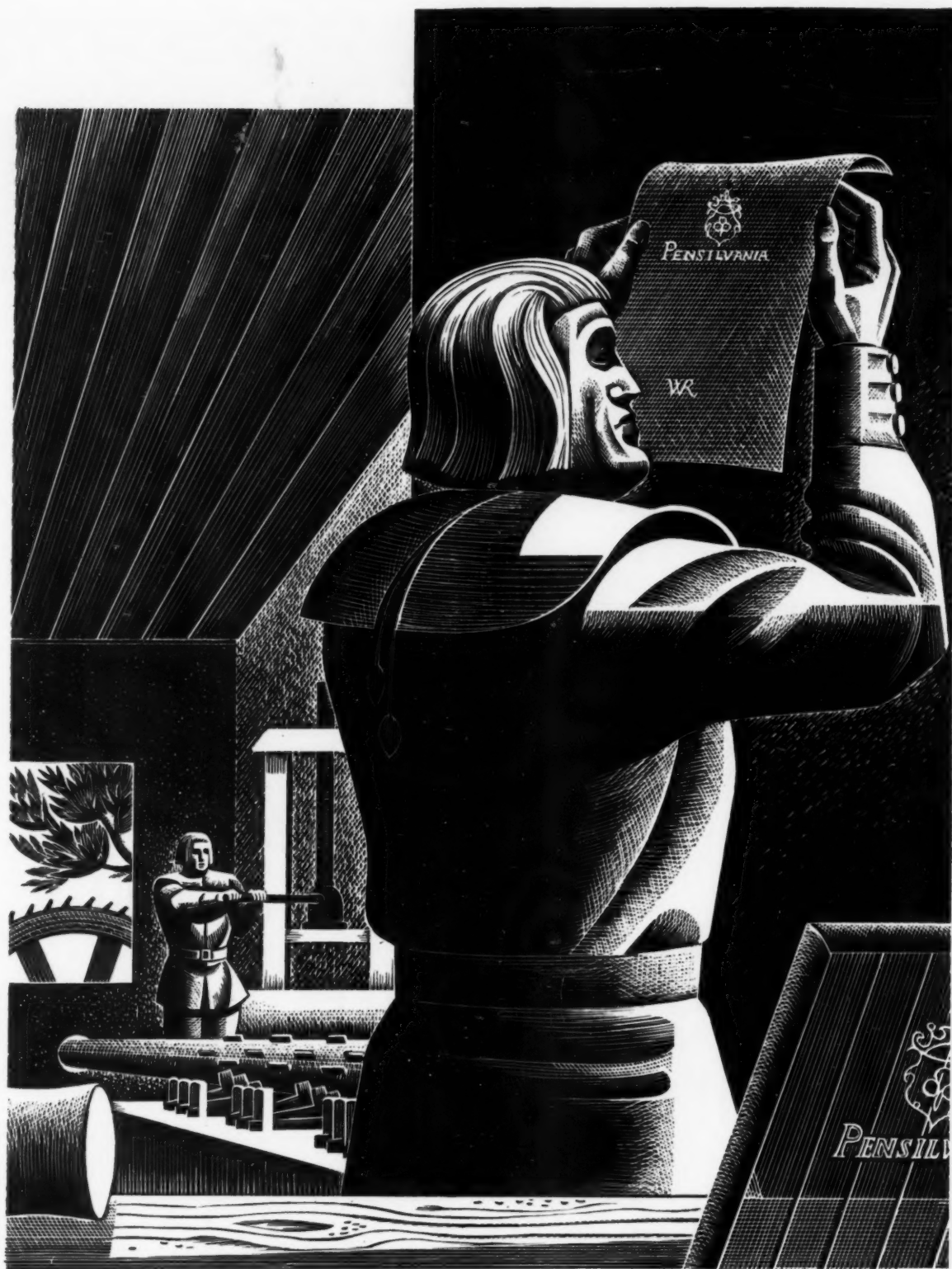
upon during the long life of this machine — advancements which will maintain for this Hoe press in the future the relative superiorities it shows today.

Such protection against obsolescence, deriving from over a century of press designing and engineering, is one of the basic features which make the purchase of any Hoe press a very practical and profitable form of capital investment.

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Two hundred and fifty-six years ago William Rittenhouse built the first paper mill in Colonial America. • The mill was located near Germantown, Pennsylvania and produced paper of excellent quality. • Since that small beginning in 1690, the American paper industry has achieved international leadership and is now the largest producer of pulp

and paper in the world. • Bulkley, Dunton was established in 1833. • Growing consistently in size and scope, it has achieved a position of leadership and a reputation for unequalled service.

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**COMPARISON KIT**  
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You'll find, too, that when you have won a satisfied customer by offering him prestige-building Anniversary Bond, it will be easier to sell him cotton fibre content papers for other business needs. He'll want to see the complete line of Fox River papers —

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**3 ASSURES CONTINUOUS  
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**4 ELIMINATES  
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**5 VERY IMPORTANT  
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**STANDARD ROTOGRAVURE**



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By I. H. SAYRE

**Rewritten—Enlarged—New Section on Color Process**

This revised edition contains 438 pages of text and illustrations besides 16 pages of lithographed color value charts for dot etching. The book begins with a discussion of the chemistry of lithography and covers the entire process up to the press. It deals thoroughly and simply with lenses, line and halftone photography, various kinds of photographic plates, various platemaking processes, and discusses a num-

ber of specialized processes. The section on color process is thorough and deals with all aspects of color in lithography. There is another section on the contact screens and examples of work done with these screens are shown. The book is hard-bound, 6 x 9", and makes a handsome and valuable addition to any lithographic library. It is an outstanding buy at \$6.25.

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You will also want a copy of this outstanding companion book

## **The Single Color Offset Press**

By I. H. SAYRE

**Litho Experts Agree This is The Best Press Manual Available**

Section I deals with the operation of the 17 x 22" and 21 x 28" single color Harris offset press; Section II contains a general discussion of the materials used in offset printing; and Section III is devoted to the 14 x 20", 17 x 22" and 22 x 29" single color Webendorfer offset press.

For each of the presses, specifications are given, terms and references defined, and a complete step-by-step description of the adjustments and operations are given. The book is thoroughly illustrated with detail close-up photographs and line drawings of the various mechanisms.

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MODERN LITHOGRAPHY

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**Use this handy  
Coupon to  
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copy**





1639—First press in British America, set up by Stephen Daye at Cambridge, Mass., enjoyed printing monopoly in Colonies for 36 years.



1690—First paper mill in America is built near Philadelphia by William Rittinghuysen and others.



1704—The first regular Colonial newspaper, a weekly, the Boston News-Letter, in its issue of May 8, prints first paid advertisement.



1886—Mergenthaler's linotype, first practical line-casting machine, used by New York newspaper.

# Memorable Firsts

Since that memorable day in 1870 when Fuchs & Lang formed their first partnership, F & L has become the symbol of leadership in the lithographic ink and supply industry.

## The FUCHS & LANG MFG. CO.

(Established 1870) • DIVISION • GENERAL PRINTING INK CORPORATION  
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BOSTON CHICAGO CINCINNATI CLEVELAND ST. LOUIS  
PHILADELPHIA SAN FRANCISCO FORT WORTH  
LOS ANGELES TORONTO, CANADA



1691—First Post Office in U. S. was organized under Royal Patent granted to Thomas Neale.



1876—Alexander Graham Bell demonstrates his telephone based on "the most valuable patent ever issued."



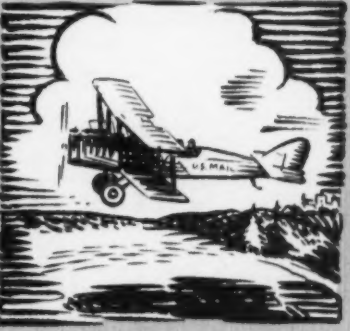
1859—E. L. Drake drills first successful oil well at Titusville, Pa., marking birth of modern oil industry.



1828—First passenger railroad in U. S. (Baltimore and Ohio) was begun July 4.



1843—First telegraph line in the U. S.—Washington to Baltimore.



1918—First air-mail route, between Washington, Philadelphia and New York.

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## PLASTIC SHEETS

AN IDEAL SUBSTITUTE FOR GLASS

*Economical*

*Safe*

*Efficient*

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BOSTON CHICAGO CLEVELAND CINCINNATI ST. LOUIS FORT WORTH  
PHILADELPHIA SAN FRANCISCO LOS ANGELES TORONTO

# THESE SIGNS OF THE TIMES WILL SOON BE COMING DOWN

and you'll be wanting customers to see you!

The brush-off treatment given many buyers of printing in recent months is about to become very unpopular. Customers are not going to live so much to expect for anything and be not only satisfied but glad to have gotten anything.

Good plates are becoming increasingly important. That's why so many of America's leading lithographers and printers regularly depend on Graphic Arts for their requirements.

If you foresee the possibility of being unable to handle all your plate requirements within your own facilities, or do not have a regular or satisfactory source of supply, it is suggested that you get one without delay.

When the day comes that you want our services write, wire or phone your requirements. Operating 24 hours a day, with overnight deliveries to most printing centers, Graphic Arts can solve the most discriminating needs in color process plates, black and whites, highlights, originals for hand transfer, posters, line or halftone negatives or positives for machine transfer, photo-composed press plates, albumen or deep etch or any preparatory work for the offset or letterpress printer. Commercial art and commercial photography are again available.

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FALPACO Coated Blanks are specially designed and manufactured to obtain the finest results just where your customers look for them—in the *finished job*.

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If you want to be judged by the *finished job*, you'll be out in front right from the start if you use FALPACO Coated Blanks.

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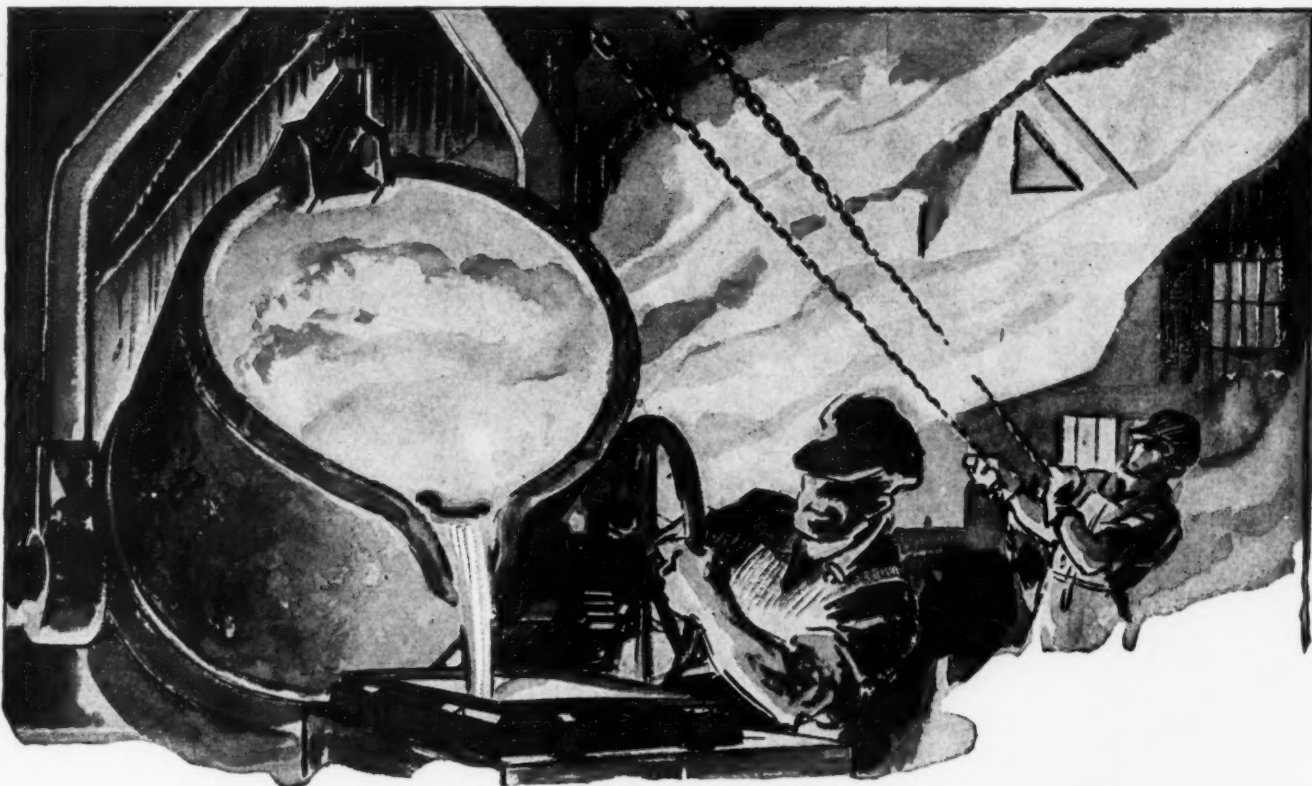


# FALULAH

**PAPER COMPANY**

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MODERN LITHOGRAPHY



*We're*

## POURING THE CASTINGS FOR THE NEW LAWSON PAPER CUTTERS

The new Lawson Paper Cutter now in process of construction will be ready for the market early this year. Lawson has completed the designing and styling and is rushing to completion the casting and machining of necessary parts that will produce the greatest advancement in paper cutters ever offered to the trade.

The Lawson Paper Cutter is new *from the ground up* and incorporates every modern improvement. Here are ten reasons why you should plan for a Lawson Paper Cutter:

1. New, patented features that excel in performance.
2. Precision cutting of maximum loads.
3. Greater safety for the operator.
4. Increased production with economy.
5. Less operator effort.
6. Safety features that guard against breakage.
7. Foolproof against overloading and mis-adjustment.
8. Hairline accuracy because knife-draw is automatically eliminated.
9. Modern in design and styling.
10. Durability guaranteed because it's built of the best materials by men who know how.

*Yes, the Lawson Paper Cutter is a "must" on your equipment list. We're sorry we cannot give you all the details of these improvements, but when the first of these machines is available, we can prove our claims of the superiority of the new Lawson Paper Cutter.*

# E·P LAWSON Co.

**PIONEERS IN PAPER CUTTING MACHINERY**

**426 WEST THIRTY-THIRD STREET, NEW YORK 1, N. Y.**

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**Bourse Building, Philadelphia 6, Pa.**



**T**he aim of all pressmen is to run a clean, sharp image with no tint or scum. How well they succeed, depends in part, on the water fountain solution. To assure the right kind of presswork, most of them use **IMPERIAL** Fountain Solution.

**IMPERIAL** is concentrated. One gallon makes 256 gallons of excellent solution. It has a dual action which keeps the brass water roller free of scum and keeps the plate de-sensitized.



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 63 PARK ROW, NEW YORK 7





JANUARY, 1946

# a BIG job for a BIG industry

**T**HE Lithographic industry is big and it's going to get bigger; and better than ever. For the past thirteen years the National Association of Photo-Lithographers has been a fast growing trade association. There is in our work that spirit of aggressive pioneering which will make our industry even greater than it is today. Like the lithographic industry we have been constantly growing stronger and here is what we are doing. . .

## Labor Relations

We are serving our members in the field of labor information and counsel. Close up experience in labor negotiations—continuing studies of wage economics—information regarding wage scales and labor contracts throughout the entire lithographic industry—aggressive action in the jurisdictional dispute over lithographic pressmen and plate makers—these are some of the more salient points in our labor program and the value of such services, the need for such insurance should never be underestimated.

## Uniform Accounting and Cost System

Our uniform system has become recognized as tops—completely anticipates every possible need. Many of these systems have been installed and are working today—helping lithographers to know what they are spending for, what they get . . . helping them keep production costs within competitive limits. This is available to members and is another field in which we serve.

## Production Costs Analysis

The NAPL Economic Hourly Cost Survey is now in process of revision and when this is complete will provide a completely new standard of comparison by which lithographic operating costs may be judged. Our previous survey enabled NAPL members to measure their production costs by a budgeted yard stick . . . in its revised form this survey will modify that yard stick to present day costs.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS  
1776 Broadway  
New York 19, N. Y.

Walter E. Soderstrom, Executive Secretary

## Trade Practices

Who owns the lithographic negatives and plates? That question still comes up and when it does we can supply an overwhelming mass of legal precedent favoring the lithographers. More often than not this will settle any such dispute with no further reference to the courts and our "Trade Customs" have frequently served the same function in instances which are too diverse to mention. These NAPL Trade Customs have served as evidence and their wide usage and acceptance by the industry have made them authoritative. This is another service which has meant dollars and cents savings to our members.

## New Competition

A novice in any business is frequently his own, and everyone else's worst enemy. Right now many newcomers are casting more than just glances at lithography's phenomenal growth and, right now, we are trying to help anyone who wants to get into this industry with sound advice. We cannot and do not attempt to say "Yes" or "No"—you shall or you shall not. We can only advise, point out the booby traps, counsel prudence. Nor is this purely altruistic . . . established lithographers, our members will welcome a broadening of the industry only if it comes on a sound competitive basis. We do not want our path cluttered with some one else's failures; so: we, for the industry, will soon distribute to the entire Graphic Arts Industry a little booklet which should be of real value to those considering lithographic installations. We will continue serving the entire industry now and for the future.

## There Is A Big Job Ahead

We can be of real service to you, the producer of lithography, you who wish to enter the lithographic field, you who have services or supplies for lithographers. The National Association of Photo-Lithographers has constantly increased in membership since its organization thirteen years ago. You owe it to yourself to find out why lithographers so consistently stay with us.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS  
1776 Broadway, New York 19, N. Y.

Gentlemen:-

We would like to know more about your Association. Our press equipment is as follows:

..... Presses smaller than 22" x 34"

..... Presses 22" x 34" up to 35" x 45"

..... Presses larger than 35" x 45"

Firm Name .....

Individual .....

Address .....

**NATIONAL ASSOCIATION  
OF PHOTO-LITHOGRAPHERS  
1776 BROADWAY  
NEW YORK 19, N. Y.**

# No, No, Noah!

let'ter-head'(-hēd)

*n.* A heading printed or engraved on letter paper; also, paper having such heading

let'ter-in-

● Your definition of a letterhead, Mr. Webster (if you'll pardon the presumption) is wholly inadequate. At that, you do better than many printers. For they, Mr. W., call it a business form.

● And that misconception costs printers plenty of the old green stuff. For when they consider a letterhead as just a business form, they *sell* it as such, in close, often cut-throat, competition.

● Progressive printers recognize a letterhead for what it really is . . . an advertisement, a selling tool, a representative of the user-company. So they sell it *creatively* . . . as advertising printing . . . and they sell the *complete* array of business stationery . . . not as "forms" at so much per thousand . . . but as a *matched unit*. They thus sell profitably.

● One good definition of THE LETTERHEAD CLINIC, Mr. W., is that it's a *free* service which helps printers sell matched business stationery creatively and profitably. They can find out how by merely clipping the convenient coupon.

THE LETTERHEAD CLINIC  
Whiting-Plover Paper Company  
14 Whiting Road, Stevens Point, Wisconsin

Please send me FREE information on how The Letterhead Clinic can help me sell matched business stationery creatively and profitably.  
(J F)

Name \_\_\_\_\_

Detroit Public Library

Attach to your BUSINESS letterhead. This offer confined to printers in the U. S. A.





## Sinclair and Valentine Co.

Main Office and Factory: 611 West 129th Street, New York City

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**A** cat, about her kittens,  
Is always very keen  
To keep them as you like them,  
Immaculately clean.



### **ATLANTIC BOND IS CLEAN**

Like a cat, we watch production of Atlantic Bond... not only to insure you of paper that has consistently uniform printing surfaces, but also to make sure you get paper that has a clear, clean surface. Good printability and cleanliness make a sound combination in paper. Good printability helps you to turn out a better job at lower cost. Cleanliness enhances the appearance of the completed job and builds customer satisfaction for you.

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A complete line of dependable, standardized business papers

VOLUME BOND ★ VOLUME BOND ENVELOPES

An inexpensive, dependable watermarked

Eastern Mill Brand Paper

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 MANIFEST LEDGER ★ MANIFEST DUPLICATOR  
 MANIFEST BOND ENVELOPES

The leading Mill Brand Line in the Economy Group

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                   .....The Mudge Paper Co.  
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 Birmingham.....Sloan Paper Co.  
 Boston { .....John Carter & Co.  
                   .....Century Paper Co.  
                   .....Cook-Vivian Company  
                   .....Von Olker-Snell Paper Co.  
 Bridgeport.....Lott-Merlin, Inc.  
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 Buffalo.....Franklin-Cowan Paper Co.  
 Charlotte, N. C.....Dillard Paper Co.  
 Chattanooga, Tenn.....Bond-Sanders Paper Co.  
                                 .....Birmingham & Prosser Co.  
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 Columbus.....Sterling Paper Co.  
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 Macon, Ga.....Macon Paper Company  
 Manchester, N. H.....C. H. Robinson Co.  
 Miami.....Everglade Paper Company  
 Milwaukee.....Wisconsin Paper & Products Co.  
 Minneapolis.....Stilwell-Minneapolis Paper Co.  
 Mobile, Ala.....Partin Paper Co.  
 Monroe, La.....Louisiana Paper Company  
 Muskogee.....Muskogee Paper Co.



Nashville.....Bond-Sanders Paper Co.  
 Newark.....Central Paper Co.  
 New Haven...Whitney-Anderson Paper Co.  
 New Orleans.....Alco Paper Co., Inc.  
                                 .....Berman Paper Corp.  
                                 .....Forest Paper Company  
 New York { .....Majestic Paper Corp.  
                   .....Milton Paper Co.  
                   .....A. W. Pohlman Paper Co.  
 Oakland.....Carpenter Paper Co.  
 Omaha.....Field Paper Co.  
 Orlando, Fla.....Central Paper Co.  
 Philadelphia { .....Molten Paper Company  
                   .....The J. L. N. Smythe Co.  
 Pittsburgh.....General Paper and Cordage Co.  
 Portland, Me.....C. H. Robinson Co.  
 Portland, Ore.....Carter, Rice & Co. of Oregon  
 Providence, R. I.....Narragansett Paper Co.  
 Richmond.....Virginia Paper Co.  
 Roanoke, Va.....Dillard Paper Co.  
 Rochester.....Genesee Valley Paper Co.  
 St. Louis.....Shaughnessy-Kniep-Hawe Paper Co.  
 St. Paul.....E. J. Stilwell Paper Co.  
 San Antonio.....Shiner-Sien Paper Co.  
 San Diego.....Carpenter Paper Co.  
 San Francisco.....Carpenter Paper Co.  
 Savannah.....Atlantic Paper Company  
 Seattle.....Carter, Rice & Co. of Washington  
 Shreveport.....Louisiana Paper Co.  
 Springfield, Mass.....Whitney-Anderson Paper Co.  
 Stamford, Conn.....Lott-Merlin, Inc.  
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 Tampa.....Tampa Paper Co.  
 Texarkana, Ark.....Louisiana Paper Co.  
 Toledo.....The Millcraft Paper Co.  
 Trenton.....Central Paper Co.  
 Tulsa.....Tulsa Paper Company  
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 Washington, D. C.....Virginia Paper Company  
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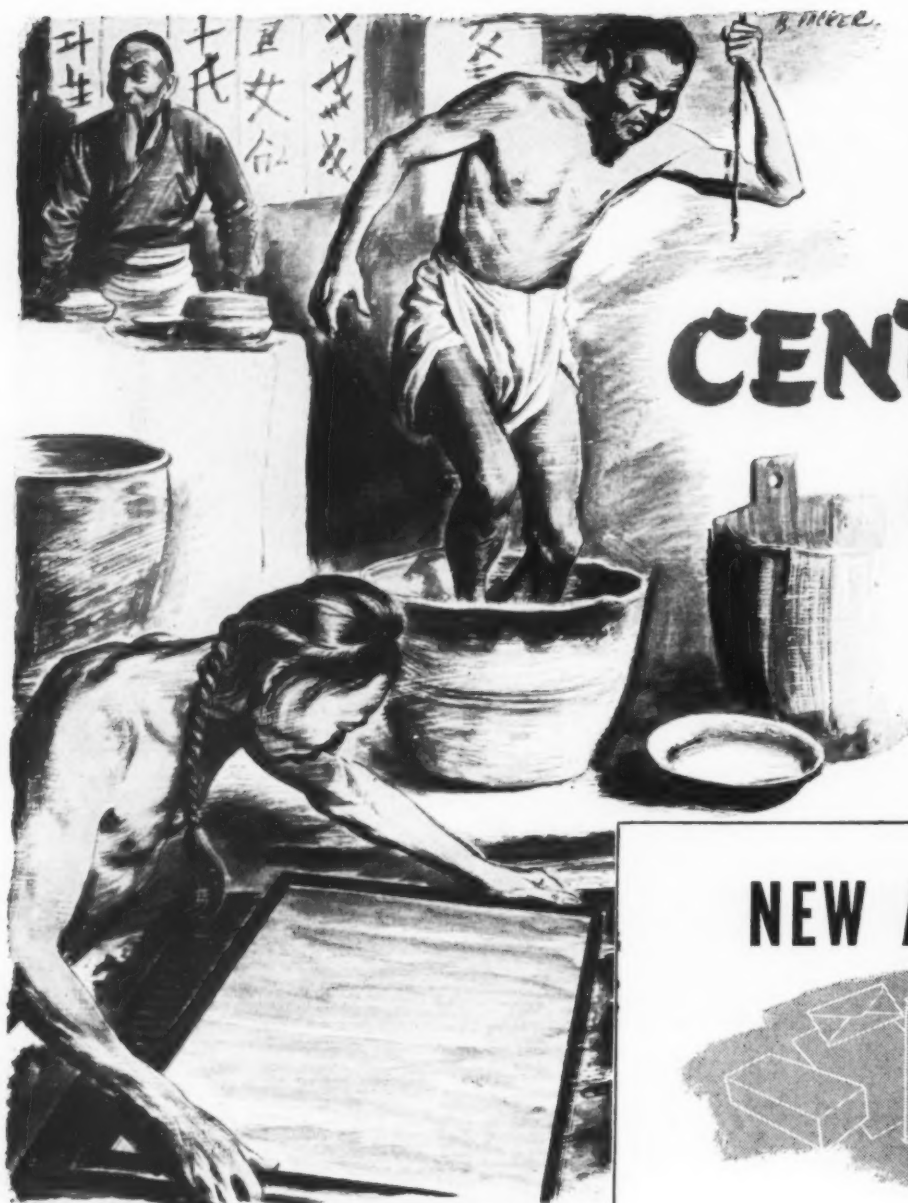
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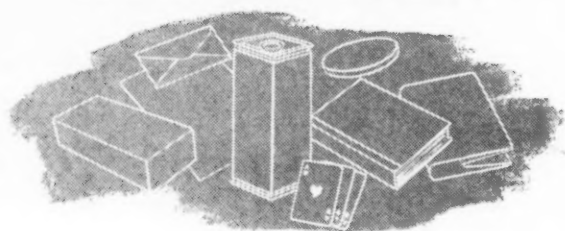
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## EDITORIALS

**A**S we go to press it is announced in Washington that a Congressional investigation into the peacetime use of printing and lithographing equipment purchased by the government during the war is to get under way soon. This equipment, estimated to have cost taxpayers some \$300,000,000, is being looked on with some alarm by commercial printers and lithographers as potential competition if it is continued in operation by the government. Senator Carl Hayden of Arizona, chairman of the Congressional Joint Committee on Printing, which will carry on the investigation, stated January 9, "The Joint Committee on Printing is concerned about the prospect of enlarged government printing facilities outside of the Government Printing Office, which might develop if establishments created during the war are maintained or expanded."

The plan calls for an analysis by the committee, the public printer and the Budget Bureau of equipment and plans for its use during peacetime. "There would seem to be little or no justification for the maintenance or expansion of the government printing establishment which was created as a result of the war emergency," Senator Hayden said, and continued, "We took several steps during the war to keep the expansion in check and are prepared to move as vigorously as necessary in the present situation to prevent government competition with private industry."

The announcement came after a recent meeting of the Printing Industry of America in which it recommended that the Joint Committee act to reduce the number of government printing establishments at least to pre-war levels.

We are glad to see this action as we believe that too-big, government printing facilities constitute the same threat to the lithographing industry that too-big government does to the nation.

**A**LL through the war years there was much talk, but less published evidence, of all the new and astounding developments which were taking place, or were about to take place in lithography. Some of these developments are now coming to light, while others are still in the future. But in the main these new developments will develop in

an *evolutionary* manner rather than *revolutionary*, as one press manufacturer points out.

Among methods which have seen progress during the war are ceramic decalcomania production and production of war maps on silk by lithography. In the case of the first example, this specialized type of decalcomania was being produced largely by stone lithography before the war, and still is, although offset methods are now being perfected and are in wider use. U. S. production of ceramic decals has greatly increased during the war, while of course imports from Europe virtually stopped. This places the U. S. in a nice lead in this branch of lithography, formerly thought of as chiefly a product of the Old World. A story of ceramic decals appear on page 24.

The exceptional accomplishments of a few U. S. lithographers in the production of detailed maps lithographed on silk, have already been publicized. So far as we can determine, all such maps in the U. S. have been produced by sheet fed offset, the material being mounted on a paper stock while passing through the press. With the war's end comes information from Australia that a further development there has been the production of these maps in multiple color by web-fed offset. A story and diagrams appear on page 27.

**T**HERE are about 11 litho clubs, and many more local associations and other graphic arts organizations across the country, and many of these groups hold annual Christmas parties. Some are stag affairs, some are dinner dances with lady guests, etc., and a feature of most of these events is either an exchange of gifts which have been brought by members, or gifts to the ladies from the club or organization.

A variation on the theme of gifts for Christmas has been carried out successfully by at least one eastern litho club and at least one in the middle west. At these clubs, everyone brings a gift which costs a dollar or so, but instead of tossing in cartons of cigarettes or Christmas ties, everyone brings toys. These toys are given as a gift from the club to the children in a local orphanage.

This idea strikes us as certainly commendable and one worthy of consideration by other groups.



# CERAMIC DECALS

**Lithography on dishes, glassware and pottery is a process unknown to many. The story of Commercial Decal, Inc., largest in the field.**

ONE of the branches of lithography about which little is known by the average lithographer is producing a product which virtually everyone in the nation uses three times a day. Ceramic decalcomania, this highly specialized product of the lithographic industry, appears on practically all dishes, as well as on glassware, lamp stands, vases, wall plaques and other common household articles. Thus, this widely distributed item of lithography, goes incognito into every home in the nation.

The largest producer of ceramic decals is Commercial Decal, Inc., Mt. Vernon, N. Y., and the story of this company's operation is a fascinating

account of lithography under a combination of conditions totally unfamiliar to other lithographers. These unusual conditions include colors which can be compared with color samples only after they have been printed and fired, ceramic powders costing up to \$65 per pound, colors printed upside-down on the sheet, and jobs requiring 18 or 19 different colors.

Being a specialist in the field, Commercial Decal has had some unusual jobs in addition to the general ceramic designs. The most recent of these was a set of designs for a 2,200 piece set of dishes for President Truman's yacht. Other Commercial Decal work has been on the table at

state dinners in the White House during the last 10 years, the result of a special design produced for President Roosevelt in 1935.

## **The Process**

The process used in producing ceramic decals is pure lithography with some additional twists and variables. Most design sketches originate with the pottery companies or with the decal company's artists at the main office in East Liverpool, Ohio, in the heart of the pottery industry. An original sketch, in full color, may be the center design for a dinner plate, along with a design for the plate's border. This original is turned over to the art department at the Mt. Vernon plant, where it is studied, and



related copies made for other pieces of the set, including designs for bread and butter plates, cups, saucers, and others. The designs made for these other pieces cannot be simple reduction of the original because of the contour of the dishes and other considerations such as the reduction of the number of design units around the edge of a dish. Because of these conditions, very few designs may be reduced by photography, but are copied by highly skilled lithograph artists working on stones. The artists working on these designs have been at this specialized work for many years.

Another factor which eliminates the process camera and color separation by photography is the type of colors

used in ceramic decals. These colors are opaque, and under the firing process which will be discussed later, they are fused into the pottery. For this reason, only a few colors can be obtained by laying one color on another. Every shade, no matter how close to other colors in the same design, must be produced by its own powder. For this reason some jobs run as high as 18 colors, and the average is somewhere around eight or nine colors.

So, with a key tracing of the design as a guide, the image for each color impression is hand-drawn on the stone. These color separation drawings are then proved on transfer paper in the large transfer room,

probably one of the few large ones remaining, and are transferred to the big 38 x 50" press stone. Sometimes as many as 150 designs are transferred to one stone, and a high degree of skill is required to keep these all in register on many-colored jobs.

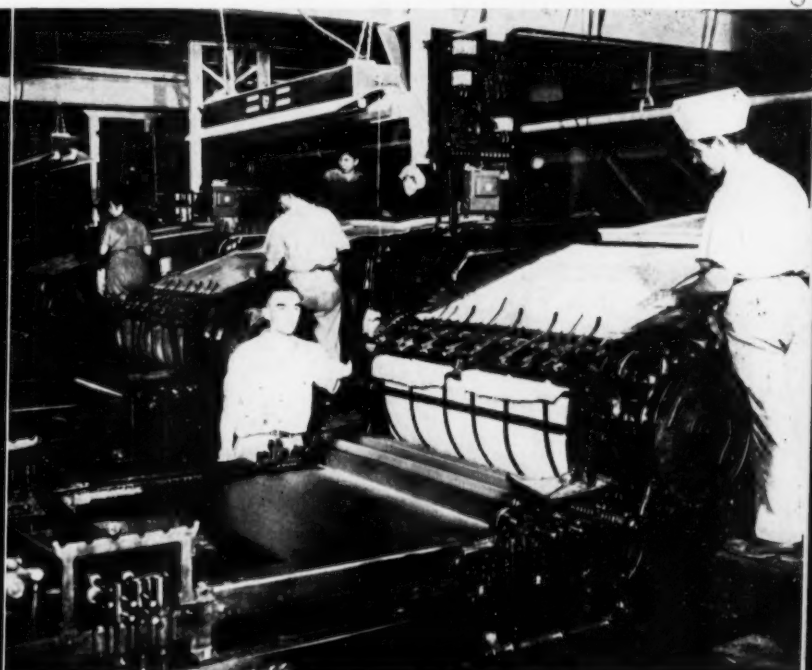
### Presswork

In the pressroom are 15 presses, 13 of which are stone flatbeds, and two are offset. There are also numerous dusting and cleaning machines. The two offset presses have been added in the last five years and mark a trend away from the old stone presses. However, there were many factors in the ceramic decal process which made it difficult to switch to offset presses.

Almost all colors used in the

Top row: Ralph Winans weighs out colors in accordance with laboratory formula. Colors are dusted on to wet varnished sheets. Flatbed stone presses are used for most of the decal work but the offset process is coming into use. On far side of press is pressman Charles Hauser and on this side is feeder Leonard Pepe. Lower row:

a powder machine at delivery end of press. Girl turns each sheet in order to feed it into powder machine against the grain. James O'Shea stands by machine. Right photo shows the staff of girls giving the decal sheets final inspection before they are shipped to the potteries. The slightest flaw in a design may ruin a piece of pottery.



## **America's production of decalcomania for dishes, pottery and similar products now exceeds imports**

process are applied in powder form, although in a few cases paste inks are used. With the powdered colors, clear varnish is placed in the ink fountains of the presses and the sheets are run through with the varnish impression being applied to the sheet. It then passes through a dusting device, similar to a bronzer, where the powdered color is applied to the tacky varnish.

After the sheets are dry they are put through another bronzing machine which passes wheat flour over the printed side to remove all trace of excess color powder. This operation is then followed with the passing of the sheet through a cleaning machine which renders it completely free from all traces of powder or flour. The presence of even the smallest particles of color powder in the wrong places on the sheet may cause a spot of color where it would spoil the finished dish. As a further precaution the pressroom is equipped with dust removing apparatus along with its air conditioning system. The necessity of the cleaning operations means that each sheet must be handled and fed into three different machines for each color. On the average job of nine colors, this amounts to some 27 feedings plus one to three additional for a finishing coat of varnish.

After the last color is applied a film of special varnish is applied over the entire image. This varnish holds the multi-color image intact when the decal is later applied to the dish and the paper is removed.

The paper used for the decals is not available in the U. S., and must be imported from England. It is a duplex paper with a delicate dex-

trose surface, very sensitive to moisture.

The color which is to be on top of the finished design as it appears on the dish, must be applied first to the sheet, and other colors are applied in reverse order until the last color which will be the one next to the dish's surface. This reverse rotation, made necessary by the fact that all of the colors are opaque, further complicates the process.

Another complication is the matching of colors. In many cases the powdered ink may be a dark brown on the sheet, but when fired, is a bright red. Another dark brown powder may become bright green when fired. Color matching, then, must be done after the sample is fired. A sample of the color to be used is placed on a sample dish in the company's modern laboratory, where the firing process of the potteries is simulated in a speeded up process. But it requires about one and one-half hours to check the color match with the specified sample. The colors are of course completely controlled by numbers and records as the way the finished sheet appears is no indication of how the design will appear after firing.

To avoid delays in the pressroom, the laboratory checks and tests every shipment of color that comes in, and the laboratory also keeps constant control of the entire process.

Press runs average about 5,500 of the multiple design sheets, and every sheet is carefully inspected by a staff of girls in the finishing department. It is important that every sheet be perfect, as any little bubble of air in the design will explode under the firing process and mar the finished dish.

### **Firing**

The sheets are shipped to the various potteries which the company serves. The designs are cut apart and the thin paper stripped off. Then pottery workers, operating on the production line principle, paint a coat of binding varnish on the surface of the dish, carefully lay the design in place and press it onto the varnished surface. The tissue sheet is then washed off after which the dishes pass into the huge firing kilns and are subjected to a high temperature. The heat consumes the vehicle holding the inks together and fuses the inks into the surface of the dish, so that the design actually becomes a part of the glazed surface. The designs can never be removed after the firing process. In cases where consumers find a design comes off a dish or other ceramic article as the result of scrubbing or other action, it is an indication that an ordinary surface decal has been applied to the article, rather than a ceramic decal.

Before the war much of the volume of ceramic decals used in this country was imported. However, it is estimated that at present U. S. production is far ahead of the volume formerly imported. In the case of the Mt. Vernon concern, its output has been tripled since the beginning of the war. Many of the imports were from Germany prior to the war but the largest German plant, located in eastern Silesia, was destroyed during the fighting.

The plant at Mt. Vernon was established in 1916, with the present building being erected in 1923. Additions to the plant were built in 1939 and '40, allowing for expanded production. During the war the company produced maps for Army Map Service in addition to production of its regular specialty.

Alfred Duhrssen is president of Commercial Decal, W. Herbert Roberts is vice president, Ida Gaertner is treasurer, and William Treasurer is production manager. Mr. Roberts is a member of the Board of Governors of the Litho Club of New York, and recently addressed the club on the subject of ceramic decals. ★ ★

### **MODERN LITHOGRAPHY**

# Lithographing on Web-fed SILK

**Australian firm successfully produces color maps on reel of silk on a web offset press\***

**T**HE war has brought many innovations in connection with printing, and the majority of these have not yet been made known. We have known for some time that maps have been printed in color on web offset machines at the office of the *Melbourne Argus*, (Melbourne, Australia) but examples of the work could not be sent, neither could the details be published, due to security regulations. We have now had examples of the work and the technical details from T. W. Brown, on whose work this journal has commented on a number of previous occasions in connection with the web offset printing of *The Australasian*. It is well known that the Air Forces have used

silk maps in a variety of ways; it has been said that this was a brain-wave in 1942. The material is light, is not affected by weather and, if necessary, it could be easily concealed. For the Royal Australian Air Force 30,000 maps were produced in a few months.

It appears that in the early days of the printing of these maps they were done by the technique of pasting a piece of silk onto a stout cardboard and printing on flat-bed or rotary machines. It was evident that this method was too slow, because thousands of maps were needed quickly.

Squadron/Leader W. J. Thompson

\* Reprinted from *Modern Lithographer & Offset Printer*, London, October, 1945.

consulted Mr. Brown, of *The Argus*, as to the possibility of doing the work on the web rotary. Brigadier Knox, who has recently visited this country and who controls *The Argus*, gave his hearty support, with the result that a method of working was soon forthcoming. The machines first had to be modified because delivery is ordinarily through the folder, and for this special purpose it had to be re-reeled. The difficulty was overcome by utilizing the reel-fed mechanism and reversing it to act as a re-winder.

For the purpose of experiment a reel of silk 300 yards in length was supplied, but the reel was 36 in. wide, which was a little beyond the capacity of the machines, so it was decided to slit the reels and join the ends. At first an experiment was made on *The Argus Week-end Magazine*, plates for which were on the machine at the  
(Continued on Page 87)

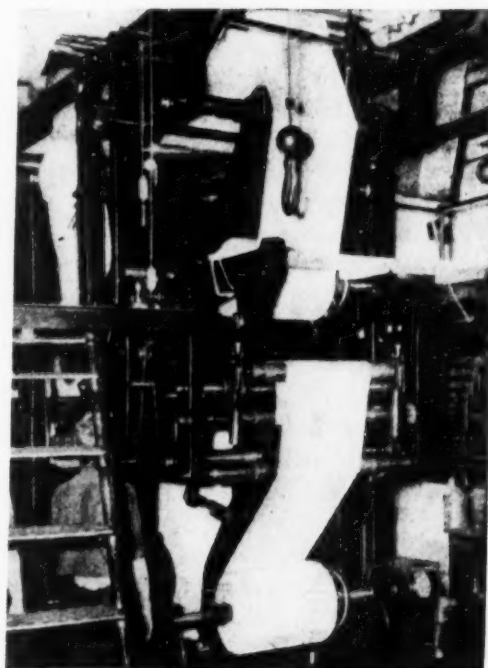
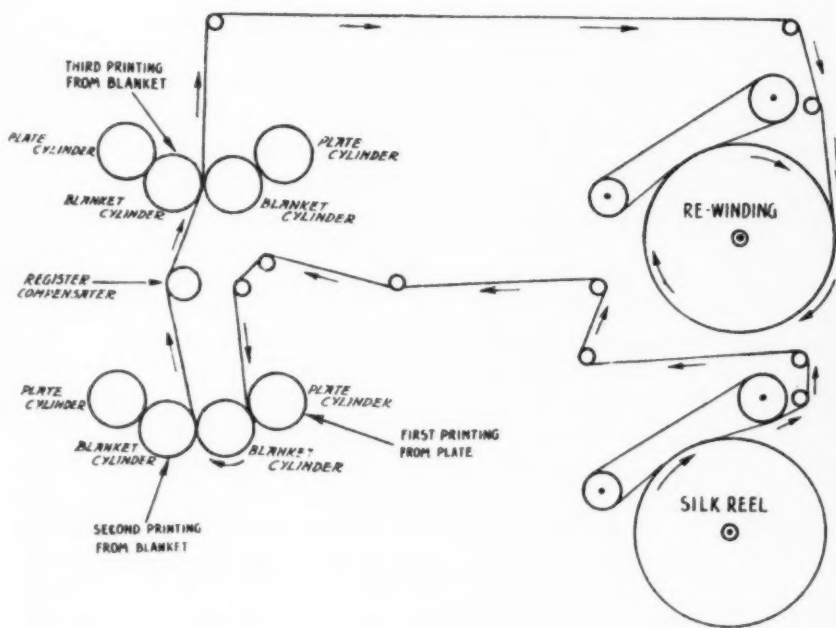


Diagram showing the set-up for printing and rewinding the silk. The first printing is direct, the second and third offset. At the

top to the right of the web there are shown the plate and blanket cylinders used in ordinary work for the single-color printing

on the back of the web. This pair of cylinders is not used when map printing. Above: A view of the press showing silk reels.



# Coating, Lithographing & Fabricating Aluminum

**By G. L. McCLAIN\***

*Aluminum Seal Co.*

**T**HE commercial acceptance of aluminum caps and seals over the past 30 years has depended in large measure on successful coating procedure and sharp, clear lithography. These, in turn, have depended on the ability of the lithographer to recognize the inherent advantages and characteristics of aluminum, and to adjust his procedure accordingly.

The choice of an alloy for example is a problem that has been carefully investigated. In general, it has been found that Alcoa alloy 3S functions very satisfactorily, although in recent months increasingly good results have been obtained with alloy 52S, an aluminum-magnesium-chromium alloy. Alloy 3S has manganese as its most important alloying constituent.

Proper cleaning procedure is highly important. The lithographer receives 3S flat sheet with an oil film on the surface and it is necessary to cleanse the aluminum sheet before coating or printing. This can be accomplished by the use of naphtha with an initial boiling point of 160° F. and a complete distillation range of 160°-380° F. Application is accomplished by means of a roller coating

machine. By releasing the scraper bar from the bottom roll, both sides of the aluminum sheet may be brought in contact with the naphtha while going through the coating machine.

After this preliminary cleaning operation, the sheet is sent through a conveying tunnel oven which has an air temperature of 425° F. Approximately 20 minutes is required for the cycle with the sheet being held at peak temperature for about 5 minutes. The temperature may vary between 420° F. and 450° F. and still obtain good results.

Two other types of cleaning methods may be used. One of these is the method of vapor degreasing; another involves electrolytic cleaning. The latter method is still in a stage of development.

With the surface of the metal clean, the aluminum can be fed automatically by means of a pile feeder of the type used in the tinplate industry. In fact, tinplate, blackplate, and aluminum can be run interchangeably on the same equipment.

The matter of size coatings is also important. The oven procedure utilizing naphtha described in the previous paragraph, actually spreads and dilutes the oil film on the surface of the aluminum. After baking, this results in a very thin film of baked-on oil residue. In some cases this film helps to obtain adhesion for certain types of coatings, but in many instances the use of a sizing material is recommended.

A good sizing material will show good adhesion to the metal and will help anchor the printing ink or coating to the aluminum sheet. One material which has proved successful is based on an alkyd-oil modified sizing varnish applied at around 15% solids at 4-5 mm wet film reading on a Pfund gauge, baked at 390° F. air temperature for 18 minutes. Another is based on VYHH Vinylite resin applied at about 9% solids at 6-7 mm wet film reading and baked at 410° F. air temperature for 17 minutes.

It is important that independent tests of sizing materials be made in order to determine their suitability when applied to aluminum surfaces.

Coatings are applied to aluminum for two purposes — protection and decoration. The protective type of coating is typified by the gold lacquers or enamels which are applied to the inside of closures. The decorative type is illustrated by the coatings applied to the outside of closures. Coatings of either of these types may, however, show some of the properties of the other type. For instance on a closure intended for a face powder container, the appearance of the inside of such a closure may be enhanced by the gold color of the lacquer. Conversely a good decorative coating offers a certain amount of additional protection.

Coatings and lacquers which have been used successfully on 3S aluminum alloy flat sheet are formulated

\*This paper was also published in the December issue of *The Glass Packer*, and is published here with the permission of the author and of that publication. It was presented Nov. 16 to the Pittsburgh meeting of the Natl. Assn. of Metal Decorators.

around the following types of resins:

1. Phenolic resins
2. Melamine resins
3. Alkyd resins
4. Ester gum resins
5. Vinyl resins
6. Chlorinated rubber resins

Regardless of the formulation used, thorough tests should be carried out in each case to determine suitability of the coating or lacquer for the purpose at hand. Moreover, it should be remembered that coating systems which work well on aluminum closures may not necessarily be satisfactory for other metals and the reverse may also be true.

Metal plates of the type used on ordinary printing presses work well on aluminum.

Offset lithographing procedure for aluminum sheet is quite similar to that employed for tinplate and blackplate. The printing inks for example which are used on aluminum are of the same type as those applied to tinplate. Such inks should have the following characteristics:

1. Good resistance to change of color.
2. Resistance to loss of gloss during baking operation.
3. Good adhesion to the metal surface.
4. Good adhesion to sizing films where used.
5. Good adhesion to coating films where used.
6. Sufficient elasticity for the job at hand.
7. Quick drying properties.
8. Ability to tolerate and not react with protective clears.
9. Ability to wet the metal surface properly.

Composition of these inks is controlled by the printing ink manufacturers and constant research is being

conducted in this direction. The newer synthetic resins which are now available may bring about some improvements in inks which will be of interest to the metal decorating industry.

The problem of corrosion has, in the past, perhaps been over-stressed. However, since no commercial metal is completely immune to all corrosive conditions, the matter is worthy of some consideration.

Under ordinary circumstances Alcoa alloy 3S has a high degree of resistance to corrosion. Where unusual corrosive conditions are encountered it may be desirable to use what is known commercially as alclad sheet, which consists of a thin layer of aluminum or aluminum alloy over a strong alloy core. The alclad coating not only protects the alloy which it covers, but by means of electrolytic action, it prevents attack on the sheared edges of the sheet which may be exposed by scratches or abrasion.

From the viewpoint of the cap and seal manufacturer, it may be safely assumed that as far as aluminum is concerned, corrosion is a minor problem. It may be assumed further that the lithographing of aluminum flat sheet offers no more difficulties than are encountered in the coating and lithographing of other metals and that with ordinary precautions, excellent results may be expected.

*(This concludes the article by Mr. McClain. The following article is reprinted with permission from Modern Packaging, and presents in considerable detail a report of the development and production of aluminum cans for tobacco. —Editor.)*

**I**N JUNE, 1944, several tobacco manufacturers expressed a desire to obtain an aluminum container for the packaging of pipe tobacco. Because of the difficulty in obtaining

tin-plate and blackplate and because of the availability of aluminum alloy sheet stock at that time, some thought and study were given to the feasibility of making tobacco containers from aluminum.

The tobacco manufacturers reported that large quantities of tobacco were being returned by their retail outlets because it was drying out in substitute containers. To eliminate this trouble, they were anxious to obtain the aluminum cans despite the differential between the cost of aluminum and that of tin- and blackplate.

Initial studies were made regarding the alloys of aluminum to be used. Alloy 3S, one of the widely used alloys of aluminum, was selected because of its good formability. 3S alloy contains 1.2% manganese, the balance aluminum.

Tools already in existence for the manufacture of 8-oz. and 16-oz. tobacco tins at the Federal Tin Co. in Baltimore, were examined and it was felt that with the proper selection of alloy, gauge and temper, the cans could be made in aluminum without any changes in tools. The can manufacturers were anxious to keep their tools in readiness in case they were able to obtain tin- or blackplate in production quantities for the manufacture of these items in the lower price range.

The tobacco can is composed of four basic parts as follows: the plug or top; the breast or ring; the body, and the bottom. The plug is made on a double-acting mechanical press which automatically blanks the material, draws it to the required depth and beads the outer edge in the same operation. It is drawn to a depth of 1/2 in., having an inner radius of approximately 1/16 inch.

The can is easily opened by means of a lever device that can be moved freely around the circumference of the top to loosen the plug at any point. This eliminates use of a tool that might mar the breast or destroy the air-tight fit.

Several test pieces were run and it was discovered that the material could be satisfactorily handled in 3S-O and 3S-H tempers. The "O"

*(Continued on Page 77)*

### **A discussion of the properties of aluminum as found in production of caps and closures and in decorating and forming wartime cans.**

# non-photographic BLUE-TONING

By

CAPT. MICHAEL H. BRUNO  
and  
FREDERICK A. ATKINSON\*

**T**HE toning of photographic emulsions to a non-photographic blue is often useful, desirable, or necessary in photography and lithography. It is especially valuable in map reproduction where the non-photographic images serve as guides for drafting the individual colors of a map. An important application of blue toning is the latest method for improving the production of city plans. In the conventional method, a photomosaic of the area to be mapped is prepared from which the necessary information is drafted on an overlay. Instead of making the mosaic with ordinary photographic prints, the new method employs blue-toned prints and the drafting is done directly on them. The light blue mosaic image then drops out in photography leaving a line negative of the drafting. This method not only saves time but assures better registration.

Blue-toning has been used extensively in photography for artistic effects and, in some instances, for producing the cyan image of a tri-color set. In photo-lithography light blue images on glass are used generally as key plates for registration in process color work and as guides for making "fake" color plates. Also, a blue-toned negative is more satisfactory than a silver negative when used in the camera as a key plate for focussing all the images in a process color set to the exact size.

## Blue-Toning Processes

There are three common processes for blue-toning: dye-toning, iron-toning, and dye-coupling. All three processes are capable of equally satisfactory results but the effort, skill, techniques, and hazards involved differ. Dye-toning is tricky and messy and does not work on paper because the paper base is dyed along with the image. Dye-coupling processing is undesirably long and involved and the handling of color developers is particularly objectionable because of the continual dermatitis hazard. Iron-toning, on the other hand, has none of these disadvantages and is simple, safe, and reliable when carried out properly.

Not much has been written about iron-toning although many formulae have been published. Its fundamental principles are simple enough. Potassium ferricyanide in the presence of ferric ammonium citrate (or oxalate) is chemically reduced by the silver image to form ferrocyanide or Prussian Blue which is deposited in the gelatin in proportion to the original density of the silver image. The silver itself is oxidized to silver ferrocyanide and is removed by fixing and washing.

Despite their simplicity none of the published iron-toning processes produce satisfactory results for one or more of the following reasons:

- (1) Improper color
- (2) Poor keeping qualities
- (3) Overall blue stain

(4) Olive discoloration in the deep tones caused by incomplete toning of the silver image.

The last fault is the most serious one and is typical of all the toning baths tested. All of the formulae assume complete toning of the silver image and no provision is made for the elimination of the residual or untoned silver. The new process described in this article corrects this fault on films and plates by bleaching the silver image before toning, and on paper prints by reducing the residual silver after toning.

## Toning Bath

The toning bath which is recommended for most consistent results is of unknown origin. It is a single solution type; has reasonably long life; and produces a non-photographic blue color. Furthermore, with only slight modifications in acid content it works equally well both for films or plates, and paper.

### TONING BATH

Potassium ferricyanide ... 10 grams  
Ferric ammonium citrate  
(green scales) ..... 2 grams  
Ferric Ammonium oxalate. 1 gram  
Water to make ..... 1 liter  
Just before use add:  
Hydrochloric acid, C. P.,  
Sp. Gr. 1.19  
Films or plates ..... 12 cc.  
Paper ..... 3 cc.

\* Capt. Bruno, during the war, was Research Officer at Army Map Service, Washington, and last month he joined Armour Research Foundation, Chicago, where most of his time will be spent on the projects being carried on by that organization for the Lithographic Technical Foundation. Mr. Atkinson is Research Assistant at Army Map Service.



# of films, plates, and photo prints

**A step by step description, with formulae, of processes for producing blue images for map making, litho key plates and other purposes**

While this toning bath works on both films or plates, and paper, its method of use is different in each case. On films or plates the silver image must be bleached before toning; otherwise overall staining occurs and the untuned silver cannot be removed. On paper, bleaching before toning is unnecessary; the residual silver in the toned image can be removed with a permanganate-sulphuric acid reducer before fixing and washing.

## Films and Plates

The image on a thoroughly washed film or plate is toned to a transparent non-photographic blue color in the following manner:

1. *Bleach*. The image is bleached in the following bath for 4 minutes:

### BLEACH

Potassium ferricyanide ... 40 grams  
Potassium bromide ..... 40 grams  
Water to make ..... 1 liter

2. *Rinse* for 1 minute or until yellow color disappears.

3. *Tone* in the Toning Bath (add 12 cc. of hydrochloric acid per liter of solution just before use) for about 2 minutes or until the image is completely toned.

4. *Rinse* for 1 minute or until color disappears.

5. *Fix* in F-5 or similar fixing bath for 2 minutes.

6. *Wash* for 10 minutes and dry.

## Papers

Thoroughly fixed and washed photographic prints on paper are toned a non-photographic blue color in the following manner:

1. *Tone* in the Toning Bath (add 3 cc. of hydrochloric acid to the bath just before use) for 15 to 20 seconds.

2. *Wash* until water is clear.

3. *Bleach* the residual silver in the image in the following bath:

### REDUCER

#### Solution A

Potassium Permanganate ..... 52.5 grams  
Water to make ..... 1 liter

#### Solution B

Sulphuric acid, C. P.  
sp. gr. 1.84 ..... 32 cc.  
Water to make ..... 1 liter  
For use take 1 part A, 2 parts B, and 32 parts water.

Farmer's Reducer or any reducer containing potassium ferricyanide causes overall blue stains.

4. *Wash* until water is clear.

5. *Fix* in F-5 or similar fixing bath for 2 minutes.

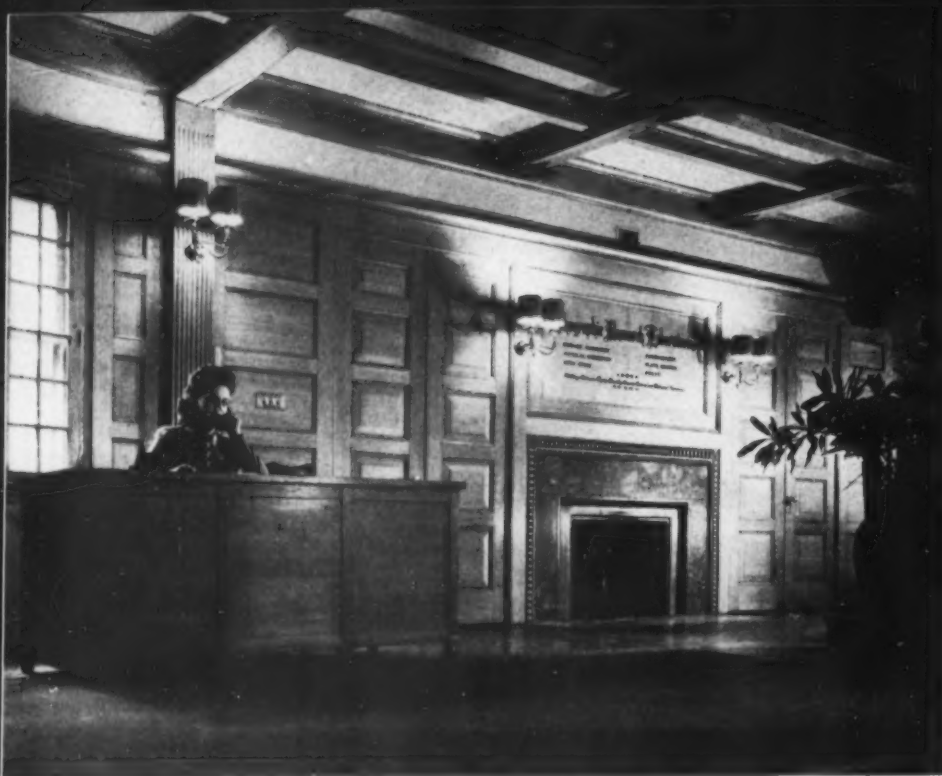
6. *Wash* for 10 minutes and dry.

This process works equally well on all papers including chloride, bromide, chloro-bromide, and Varigam. The only limitations are on the degree of exposure and development in the original print. The toning process exerts a slight bleaching action so that the original print should be

slightly darker than a normal print. However, the final hue appears to be influenced both by the depth of the print and the development time. Normally exposed and fully developed prints have bleached highlights and deep ultra-marine shadows. Overexposed and underdeveloped prints retain highlight detail and have the proper hue in the shadows. For best results 25 per cent over-exposure and 15 per cent underdevelopment is recommended.

## Summary

Iron-toning is the simplest, safest, and most reliable way to convert photographic images to a non-photographic blue color. Published iron-toning processes are unsatisfactory mainly because they fail to provide a means of eliminating the residual untuned silver in the image. The new process described in this article corrects this fault. It provides specific means for converting the silver image in any photographic emulsion to a non-photographic blue color. For films or plates the concentration of acid in the toning bath is higher than for paper prints and the image must be bleached before toning in a simple ferricyanide-bromide bleach; for paper prints the residual silver is removed after toning with a permanganate-sulphuric acid reducer. This new method should find many applications in photography and lithography where non-photographic blue images are often desirable, useful, or necessary.★★



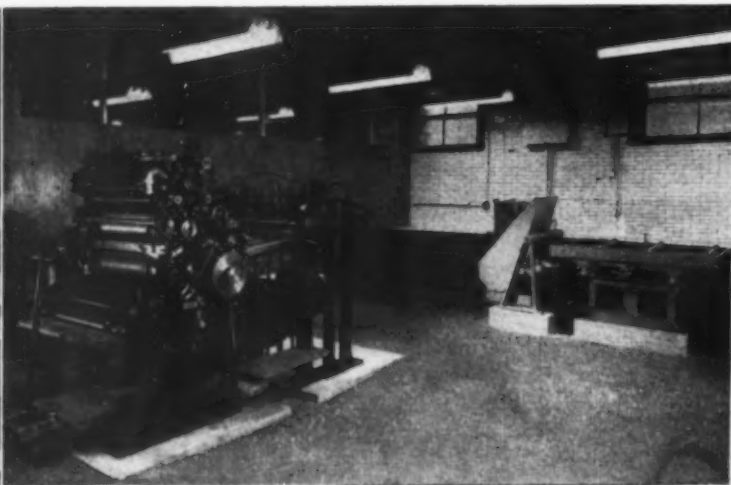
# ml visits Glessner House

**W**HEN the Lithographic Technical Foundation held open house recently at its new research laboratories at Glessner House, Chicago, several hundred lithographers were shown through the spacious midwestern headquarters. Above is the reception room with its paneled walls. Part of the open stairway may be seen at right.

Below is Robert F. Reed, research director of LTF. Next is the pressroom with a grainer in the background. More press equipment is to be installed as soon as it can be de-

livered, LTF officials report. The laboratories contain considerable experimental equipment, some of which may be seen in the two laboratory scenes below. The man at the microscope is S. A. Sheridan, metallurgist who is studying grain and moisture control. One of the executive offices and part of the extensive lithographic library are shown in the last photograph below. Glessner House is about 75 by 200 feet, and contains ample space for classroom instruction as well as practical training instruction, a small apart-

ment for the executive director during his many brief stays in Chicago, spacious office space and room for expansion of facilities and addition of equipment. The house is used through an arrangement with Illinois Institute of Technology and the affiliated Armour Research Foundation, which is carrying on part of the LTF program. The only exterior view of Glessner House was published in this magazine July and November. The house is located at East 18th Street and Prairie Ave., south of Chicago's loop district.★★





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# Timing and Other Adjustments of the Harris Single-Color Offset Press

By I. H. SAYRE, TECHNICAL EDITOR

From the book "The Single Color Offset Press"

## Specific details useful to shops presently equipped with small Harris presses

(In Part I (Dec.) the author stressed that these adjustments should be made only by an experienced pressman or mechanic. No adjustment of a cam should be made under any circumstances without first carefully marking its position, then if the change does not secure the result expected, it can be reset to its original position.—Editor.)

### PART TWO

#### The Automatic Trip

By examining figure 6 an understanding of how the trip operates may be obtained. Rod (T) and detector lever cam (C) are on the left side of the press. The other rods and cams are on the right side of the press.

Before making any corrections, it should be determined whether the front guides are parallel with the gripper rests on the impression cylinder. Assuming that these are properly set, the following check is made on the detector:

As the front guides come back to the feed plate, the pendulum arm (A) carrying the detector (B) should be so timed that the detector just misses the tail edge of the impression cylinder. This timing can be corrected through the detector lever cam (6-C) as follows:

With the front guides down, a piece of paper is inserted so that it rests against both of the front guides. In this position the detector (6-B) should miss lock (6-D) by approximately .015 inch on the up stroke of the detector lever. This can be checked by hand as the lever is returned to its stop by a spring, and hand movement will guarantee the proper clearance. If this is found to need further adjustment, lock screw (6-E) may be loosened and adjustment made with

the set screw (F). If the adjustment is still out of line, the cap screw (G) may be loosened and through knurled screw (H), lock (D) may be moved in or out to obtain the .015 inch clearance (At the speed the press runs, if more distance than this is included it misses.)

The procedure for timing the de-

tector lever is as follows: The cam is located on the left side of the press between the frame and the conveyor table. The detector lever cam is held by an Allen screw. This will be found through the face of the cam in the center of the low dwell. The screw is loosened and the detector lever cam moved forward until the

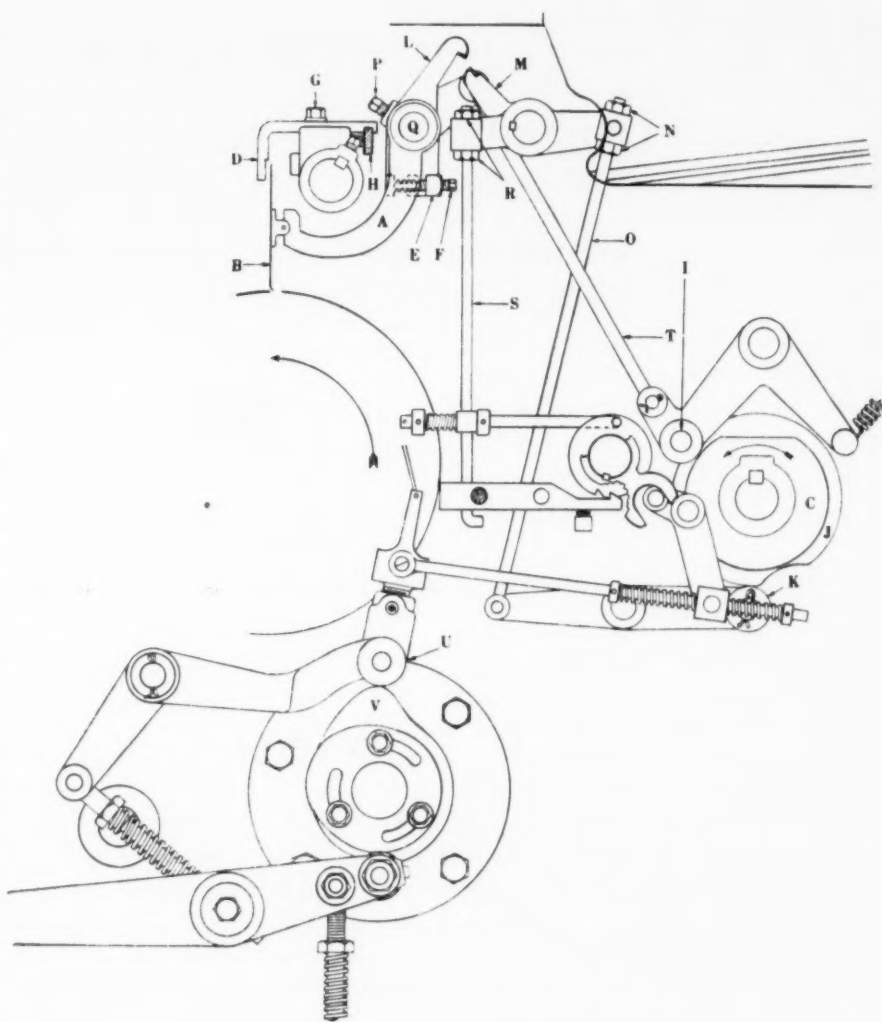


Figure 6

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high point is under the cam roller (6-I). At this point, lock lever (D) should be checked again for clearance.

The feeder trip cam (6-J) should be timed next. The trip cam is the first cam on the cam shaft inside the press frame on the right side of the press. With the feeder engaged and the press feeding paper, the press is jogged until the high point of the cam is to the left of the pressure throw-off cam roller and the roller (U) has approached within  $\frac{3}{8}$ " to  $\frac{1}{2}$ " from the bottom of the high point of the cam (P-V). With the press in this position, the feeder trip cam (6-J) is set so the cam roller (K) is in the center of the low dwell of this cam and the lock screw that holds the cam is tightened.

After setting the detector lever cam, the trip interposing lever (6L) and trip lever (6-M) should be tested.

The trip lever can be moved up or down with the adjusting nuts (N) at the end of the rod (O). The trip interposing lever has a lock screw (P) to hold it in position on the detector shaft (Q). The trip lever is set for .003" space between it and the interposing lever by moving the adjusting nuts (N). This will prevent the parts from binding when the press is in operation. The lock screw (P) which holds the trip interposing lever is loosened and the interposing lever set so that it extends  $\frac{1}{16}$ " over the end of the trip lever.

With no paper feeding and the air switch off, the impression lever is placed in second notch to throw on the printing pressure. The press is jogged until the throw-off cam roller (6-U) is on the low part of the cam (6-V) approximately  $\frac{1}{2}$ " from the beginning of the curve which leads to the high point of this cam. Then the adjusting nut (R) on the trip rod (S) is taken up until the press trips, whereupon the nut is locked and the trip is set.

On some of the presses, a trip assembly consisting of two pendulums (figure 6-2) will be found which are keyed to a shaft similar to that of the front guides, and which

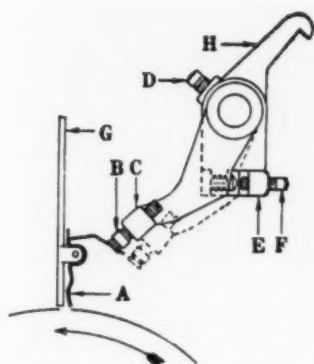


Figure 6-2

may be moved sidewise in the same manner. However, they must not be too close to the guides and will not be if their tips are directly back of the detector fingers (A).

Before retiming the trip mechanism equipped with this type of assembly, the two pendulums must be checked for parallel and corrected if necessary.

The latch (B) may be adjusted up or down to line up with the tip of the detector. With the front guides down over the tongues, the pendulum on the right side is moved away from the finger while the far side pendulum is being adjusted. The detector lever cam is then moved until the high point of the cam is under the cam roller and the pendulum latch on the left side is adjusted up or down to be in line with the detector finger (A). When this is completed, that latch is moved forward with the adjusting screw (F) until it touches the detector, whereupon the screw is backed off about three faces. The cam is then turned until the low part of the cam is under the roller which brings the latch against the detector finger. The above is repeated for the other pendulum.

### Setting the Impression Cylinder Grippers

The function of the grippers is to seize the sheet and hold it in position as it passes between the blanket cylinder and the impression cylinder, and to release it as it is seized by the grippers of the delivery bar. The impression cylinder grippers are controlled by a cam which operates in unison with the other parts of the press.

If the grippers are out of align-

ment, or the surfaces are not of equal distance from the surface of the cylinder, an uneven pull on the sheets results. If they do not exert enough pressure on the sheet, the sheet may slip a trifle as it passes through, and poor register will result. It is not often that they fail to exert sufficient pull but when it happens they all must be reset. The adjustment of the grippers should be made with the greatest care, and their operation inspected from time to time.

The adjustment must be made from beneath the conveyor table. The tumbler is at the end of the shaft on the right side of the press. The tumbler stop pin and the stud are on the inside of the impression cylinder, also on the right side.

The press is turned until the tumbler is about to connect with the bottom tumbler pin to open the grippers. A screw driver is placed between tumbler and pin to keep them apart until the tumbler passes the pin, and as a result the grippers remain closed while they are brought up within reach.

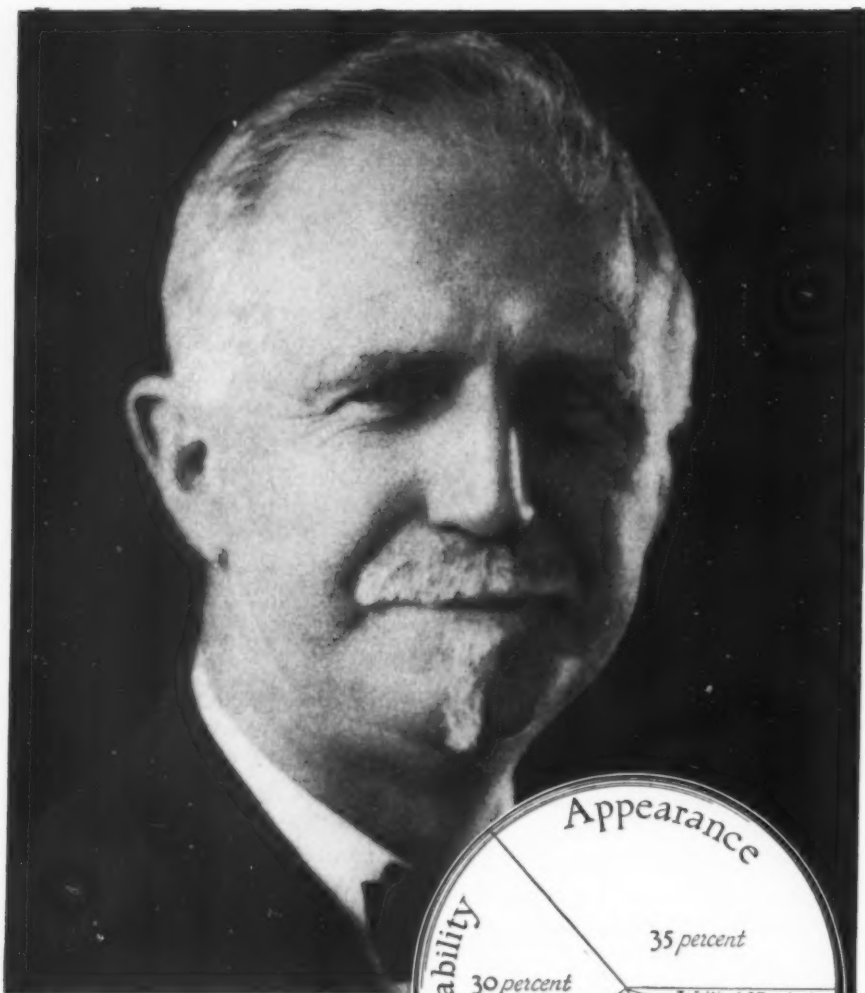
The tumbler is lifted and a .006 inch feeler placed between the tumbler stop pin and the stud. All the grippers are loosened until they turn easily on the shaft. Then working from the center, each gripper is held lightly against its stop while the set screw is tightened to hold it firmly on the shaft. When all the grippers have been set, the screws are gone over again to adjust them equally.

The feeler is removed then from between the stop pin and stud and the grippers must be opened again before moving the press.

### Synchronizing the Action

The impression cylinder grippers should not release until the delivery grippers close on the sheet. The delivery grippers seize the printed sheet as it is released by the impression grippers and convey it to the delivery table. Here again great care must be given to setting the grippers. The two sets of grippers, impression cylinder grippers and delivery grippers, operate in unison through a cam, and if properly set, need not be touched





## Roger W. Babson's Bond Paper Dollar

As the paper and printing world might well have expected, Roger W. Babson is the first man to get down to brass tacks regarding the characteristics in bond paper that are most important to the user. Mr. Babson has made a pie chart or "bond paper dollar" that shows in their relative proportions the really important qualities the buyer should consider when he selects the best bond paper to use for his business. Appearance and workability are the

two most essential properties in bond paper, according to Mr. Babson. He rates appearance at 35 percent in his bond paper pie chart, and workability 30 percent. The strength and durability of the bond paper are given a 22 percent rating.

In considering the importance of these remarkable findings by Mr. Babson, one should remember that he uses vast quantities of bond paper in his own business and at the famous Babson Institute.

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unless the cam loosens or becomes worn.

The delivery grippers should have about  $\frac{1}{8}$ " bite and if one side has less or more than this amount, the gripper bar is not parallel with the impression cylinder. To correct this, the lock screws on the inside of the driving sprocket wheel must be loosened on the side which is out of alignment. The wheel is then moved until the bar is paralleled with the impression cylinder and the correct gripper bite is obtained.

If there is not enough gripper bite, heavy sheets will probably pull out of the grippers. If there is too much bite, the delivery grippers will nick the gripper edge of the sheet on the impression cylinder as they open, or they may even hit the front edge of the impression cylinder. The gripper bite is adjusted by the lock screws which hold the left side sprocket wheel to the gear. When loosened, the wheel will not move with the press. The press is moved forward or backward to adjust the gripper bite, and the wheel relocked.

When the impression cylinder grippers release the sheet it should not be dropped or torn in the transfer to the delivery grippers. If this transfer is out of time, the press may be moved forward until the gripper tumbler on the impression cylinder touches the lower tumbler pin, and with the press held in this position, the delivery gripper trip cam moved to that it touches the cam roller. The trip cam is under the impression

cylinder on the right side of the press.

### The Delivery Grippers

There are three delivery shafts on which are individual grippers. In the center of each gripper shaft is a coil spring (7-E) which holds the grippers closed except when being tripped. To the right of the spring is the master half gripper (7-F), which keeps the grippers and the sheet releasing trip cam roller (7-A) in the same position.

To set the delivery grippers, the press is turned until the grippers have released the sheet over the delivery table and are closed. The cam roller is raised and a .010 inch feeler is placed between the master half gripper and the gripper stop bar (7-B).

All grippers are loosened and each is turned on the shaft until the tip rests lightly on its stop, then re-tightened. The set screws should be tightened by working from the center of the shaft outward until all are evenly firm. When the grippers are set, the cam roller is lifted and the feeler removed. This procedure is repeated for each bar.

### Delivery Jogger Wings

The wings must be synchronized with the delivery grippers so that as the sheet is released the wings are open, and when it drops on the delivery table, they close jogging the paper into alignment on the stock pile. To time the jogger wings, the press is moved until a gripper bar is directly underneath the front delivery

shaft (7) where it is held stationary during the following adjustment:

The disc (8-B) is held to the shaft on the left side of the press by Allen screws. The disc is loosened and moved forward or backward until the arm is in the lower position which closes the side jogger wings. When the wings are closed, the screws are retightened on the disc and the adjustment is complete.

### Sheet Releasing

The press is moved forward until the cam roller is beneath the fly wheel shaft. In this position, the clearance between the shaft and the roller should be about  $\frac{1}{6}$  inch. To make this setting, the cam roller must be held stationary so that it cannot slip. The press is moved until the sheet is dropped and the grippers are closed. Then the shaft stop is loosened and the roller reset to that clearance. These grippers must open up when the sheet is in the stripper fingers.

### Sheet Releasing Cam

As the cam roller (9-B) runs over the sheet releasing cam, the grippers open to drop the sheet on the delivery table. As it comes off the releasing cam the spring (7-E) closes the grippers. The cam is on the right side of the press. It is slotted and can be moved forward or backward to drop the sheets into the jogger correctly at various speeds of the press. If the cam must come forward more than the slot allows, the screw can be placed in the next hole.

(Continued on Page 89)

C E G F B A D H K I

- A—Sheet releasing trip cam roller
- B—Gripper stop bar
- C—Stripper fingers
- D—Sheet releasing cam
- E—Coil spring providing gripper tension
- F—Master half gripper
- G—Gripper bar lock
- H—Lock nut
- I—Sliding block
- K—Lock nut

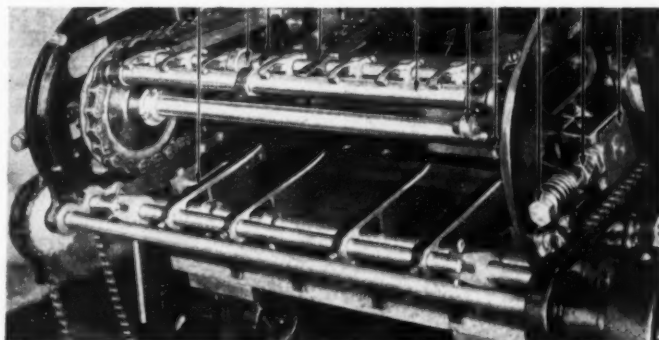


Figure 7

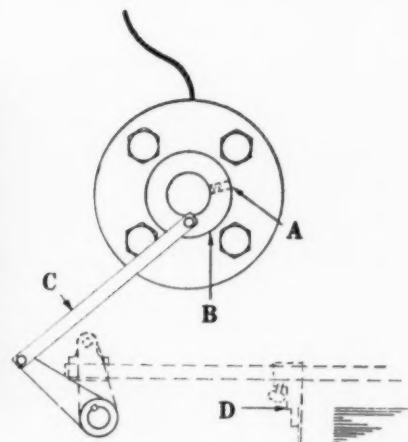


Figure 8

*Feature These*  
**WESTON PAPERS**

**BYRON WESTON CO. LINEN RECORD**  
Extra No. 1, 100% new white Cotton and Linen Clippings

**WESTON'S DEFIANCE LEDGER**  
100% Cotton Fibre Content

**WESTON'S WAVERLY LEDGER**  
75% Cotton Fibre Content

**WESTON'S CENTENNIAL LEDGER**  
75% Cotton Fibre Content

**WESTON'S BOND**  
100% new Cotton Fibre Content

**WESTON'S DEFIANCE BOND**  
100% Cotton Fibre Content

**WESTON'S HOLMESDALE BOND**  
75% Cotton Fibre Content

Accounting Forms

Blank Books

Charts

Certificates

Contract Forms

Diplomas

Insurance Policies

Legal Blanks

Letterheads

Maps

Production Records

Public Records

Record Books

Reports

Ruled Forms

Sales Records

*For These*  
**HIGH GRADE  
JOBS**

**TO YOUR CUSTOMERS**, this kind of lithography represents *records worth keeping*. To you, it means *business worth having*. You can get and *hold* your share of this profitable, steady business by featuring these top grade WESTON cotton fibre content papers for all important records, letterheads and forms.

**BYRON WESTON COMPANY • DALTON • MASSACHUSETTS**

**Weston**

*Makers of Papers  
for Business Records*





# THROUGH the GLASS

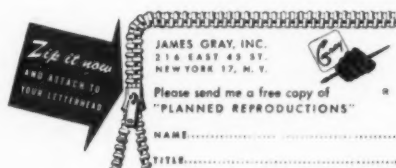


**F**RANK BACHMAN, Bachman Reproduction Service, famed for the ring fighters he has managed, was looking over some new prospects at the New York Photo-Lithographers Christmas Party.

ml

I. J. Koehnline of Wheeling Steel, who has been active in the National Association of Metal Decorators, is an amateur astronomer of note. He is active in an astronomers' club in Wheeling, has built a telescope, and can deliver an interesting talk on the subject.

ml



One of the slickest coupon ideas we've seen is the above from an ad in "Reporter of Direct Mail Advertising" by James Gray, Inc., New York lithographers, printers and "lettercraftsmen." It is shown here one-half the original size.

ml

Larry Crosby, formerly with the Lithographic Technical Foundation in New York has recently joined Aeroil Products Co., West New York, N. J. as sales promotion manager. The company makes industrial oil burning equipment.

ml

We suppose it was inevitable, but the jeep has entered the graphic arts. Drake Press, Philadelphia, is now operating one of the war-born four wheeled broncos as a fast delivery vehicle.

ml

When you hear J. B. Smith, Jr., mumbling something like "ab hoc et ab hac et ab illa," think nothing of it. The head man of Photo Reproduction Corp. and of the N. Y. Photo Lithographers Assn., was one time a Latin teacher! He taught the language at Boys High in Brooklyn and at Hamilton Institute. After that he was with David Selznik motion pictures before he went into printing and lithography. "Au bout de son Latin."

JANUARY, 1946

ml

Ever notice how much Jack Kronenberg looks like Van Johnson? (See page 59).

ml

A comprehensive story of the operations and history of the 111 year old firm of A. Hoen & Co., Baltimore lithographers, was published in *The Rope Maker*, house publication of Rochester Ropes. With the article are photographs of the Hoen plant and specimens of some of the company's work in wild life and anatomical reproductions. (This firm was the subject of an article in MODERN LITHOGRAPHY, March, 1945, Pg. 32).

ml

Lutz & Sheinkman, New York lithographers, pulled the neatest trick in employee relations. At the firm's Christmas party at Hotel Biltmore, each woman received a pair of nylon stockings.

ml

Herbert P. Paschel, a contributor of technical articles to this magazine, is the father of a son, Robert Paul, born December 21. It's his second son, and both have one sister.

ml

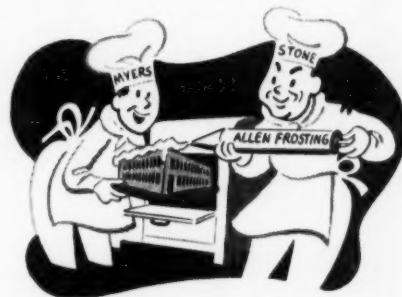
William B. Banks, of the Lord Baltimore Press, a director of the Litho Club of Baltimore, had an informative article in the December issue of *Modern Packaging* on his firm's Fidel-I-Tone litho process. The article gives a couple of package histories and shows examples of clay-coated boxboard lithographed in full color, 200 line screen.

ml

We appreciate all the Christmas and New Year greetings from friends in the industry, which came in the form of everything from litho press plates to fruit cakes. Greetings or calendars received included those from National Process Co., West Virginia Pulp & Paper, Brett Litho, Fleming-Potter Co., F & L, Jack Webendorfer, Rheinhold-Gould, Rutherford Machinery Co., R. Hoe & Co., W. Floyd Maxwell, Process Litho Arts, Commercial

Printers, Inc., Sgt. Trulsen, Hinkhouse, Inc., R. R. Heywood, Forbes Litho, American Greeting Publishers, Walter Soderstrom, Edw. Stern & Co., Russell Stationery Co., Triggs Color Printing, Farwest Litho & Printing Co., James Gray, Inc., and Connecticut Valley Litho Club. The greeting from Connecticut wins the fur lined plate whirler this year for being the most unique. It consisted of a 3 3/4 x 8 3/4" section of a litho press plate. The image on the plate was a snow scene line drawing with Christmas Greeting lettered in.

ml



The cartoon above adorned the invitation to the 12th birthday party and housewarming of Copifyer Lithograph Corp., Cleveland, which was held at Copifyer's new plant New Year's Eve. The two chefs labelled Myers and Stone, refer to Copifyer officials of those names, and the Allen Frosting being applied to the top of the new plant refers of course to Allen Frost, company president.

ml

Recently at a litho club meeting in one of the cities in the East there arose a discussion about heat set instant drying litho inks. There seemed to be considerable question in the minds of many that such inks were being used. Just for the record, there was an article on the subject published in this magazine in December 1944, with photographs of an installation on the west coast used for the offset production of *Time* magazine. Reprints of this article were distributed by one of the ink companies, and copies are still available free of charge to anyone desiring one. Drop us a line asking for it. Title: "Heat Set Litho Inks."★★



(No. 15 of a series on the manufacture of  
Du Pont Photolith Film)

**"Brush-off"**



• Dust, lint, powder, stray hair haven't a chance in the Du Pont film plant. Here we see an inspection room operator being "brushed off" by air, before entering the darkened area in which film is inspected.

Behind the grille, huge suction fans create a whirlwind of air that whisks away all trace of dust or dirt. It's like a giant vacuum cleaner.

Hospital cleanliness is the rule in making Du Pont Photolith Film. Operators wear uniforms, caps and gloves of lint-proof Irish poplin; and these are specially laundered within the plant. Cosmetics, face powder, nail polish are taboo, and even jewelry must be left aside.

This cleanliness helps assure a product of dependable quality that permits cameramen to do their best work at all times. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.

#### DU PONT PHOTOLITH FILM

Six quick reasons for using this film:

1. High contrast
2. Wide latitude
3. Quick-drying
4. Lies flat
5. Scribes easily
6. Convenient packaging



"Dispenser Box" facilitates cutting film to size needed. Protects film... prevents waste.



Exclusive "Lite-Lok" package simplifies handling film in darkrooms. Protects film... prevents waste.



**DU PONT PHOTOLITH FILM**

BETTER THINGS FOR BETTER LIVING  
...THROUGH CHEMISTRY



MODERN LITHOGRAPHY



## ABOUT THE TRADE

### OPA Grants 12 Per Cent Increase in Press Prices

**A** 12 per cent increase over 1941 prices for presses and other printing trades machinery was granted January 9 by the Office of Price Administration to manufacturers of machinery and equipment. The agency said that the increase was to compensate for higher factory wage schedules and material costs since 1941.

With this announcement, the long uncertainty of manufacturers of presses and other equipment as to what prices would be allowed has been removed.

The increase is applicable to printing machinery, mechanical accessories, including repair and replacement parts, interchangeable parts, jigs, fixtures, work-holding and posi-

tion devices sold exclusively for the printing trades.

The regulation contains a four-page list of the specific items on which the 12 per cent rise may be placed.

The agency ruled that resellers may pass on to buyers dollar-and-cents amounts by which the cost of products they buy from manufacturers are increased.

OPA added that the increase may be distributed by manufacturers between their direct sales to consumers and their sales to resellers so that resellers' prices will be the same as manufacturers' list prices for direct sales.

The ruling is contained in Order 568 to Revised Maximum Price Regulation No. 136.

### Congress to Probe Government-owned Equipment

**A**N investigation of the peacetime use of government-owned printing and lithographing equipment which was purchased during the war is to be made by the Congressional Joint Committee on Printing, it was announced January 9. Senator Carl Hayden of Arizona, chairman of the committee, released a statement which said in part, "The Joint Committee on Printing is concerned about the prospect of enlarged government printing facilities outside of the Government Printing Office, which might develop if establishments created during the war are maintained or expanded." James R. Brackett, general manager of the Printing Industry of America, which recommended the action to the Joint Committee, estimated that there was \$300,000,000 worth of printing and reproduction equipment purchased by various government agencies during the war. Very little, if any, has yet been declared surplus, he said.

Senator Hayden amplified the statement as follows: "To learn exactly what the facts are, the committee will confer with the public printer and the Budget Bureau for the purpose of obtaining an analysis of equipment and plans for its use during peacetime.

"There would seem to be little or no justification for the maintenance or expansion of the government printing establishment which was created as a result of the war emergency. We took several steps during the war to keep the expansion in check and are prepared to move as vigorously as necessary in the present situation to prevent government competition with private industry."

In a letter to Senator Hayden, Mr. Brackett said: "We cannot vouch for the exact accuracy of our information; there is no single source that we have been able to find which can report to us exactly what plants there are, where they are, what they con-

tain, and what it is planned to do with them. Therefore, the following information is tentative in character:

"It is reported to us that the Army has some 60 or more printing establishments throughout the country and that it contemplates at lower echelons at least, the consolidation of this equipment into perhaps a half-dozen fully-equipped installations.

"Similarly, the Navy, with several score scattered installations plans to consolidate them into a much smaller number.

"We are further advised that the Reconstruction Finance Corporation is planning to build, or is building, several offset plants.

"The Treasury Department, we are advised, either has or contemplates a number of establishments of one kind or another.

"We are further informed that the Department of Agriculture, Department of Commerce, Social Security Board, Railroad Retirement Board, and presumably others, have printing establishments.

"Obviously enough, if consolidation and other plans are as they are reported to us, we face the probability of a field system of relatively large units operating without coordination in competition with the Government Printing Office and with the commercial printing industry. Such a system would have inherent capacity for growth and would constitute a real competitive threat.

"As you undoubtedly know, the commercial printing industry is extremely eager to obtain equipment. We believe most emphatically that any plans for the maintenance of wartime printing facilities, or, for that matter, the maintenance of pre-war facilities, is unjustified without a complete study of the present situation."



To The  
*Graphic Arts Industry*

**Now, under a world-wide marketing and service arrangement, Graphic Arts Equipment and Supplies, Process Cameras and Plate-making Units by VALETTE will be distributed exclusively through**

**AMERICAN TYPE FOUNDERS**

**. . . and their 22 strategically situated Branches in the United States, together with their Foreign Agents throughout the world**

**Thus lithographers, photo-engravers and printers will have at their service the largest manufacturing facilities in the field of photo-mechanical equipment, world-known for their fine precision standards, together with the largest distributing and servicing facilities in the entire industry.**



*Valette Photo-Mechanical Equipment and Supplies*

**LITHO EQUIPMENT & SUPPLY COMPANY**

**CHICAGO, U. S. A.**

### Labor Hearings Jan. 17

Oral arguments in the Foote & Davies Co. labor dispute case, and the presentation of the arguments of the Amalgamated Lithographers of America in the Adcraft Co. case, were scheduled to be held before the National Labor Relations Board in Washington January 17. The oral arguments of the International Photo Engraver's Union, the International Printing Pressmen's Union and the Adcraft Co., in the Adcraft case, were presented to the board on December 11. On a motion of the ALA its arguments in the Adcraft case were postponed until January 17.

The final decisions in the cases are expected to be handed down by the three man board within a week or two after the oral arguments. An intermediate report, in the form of a recommendation to the board was issued in November by the trial examiner, in which he supported the Amalgamated's claim of jurisdiction of all lithographic workers against the counter claim of the printing pressmen and the photo engravers.

### R. D. Ross Joins Moser

Robert D. Ross, former Chief, Commercial Printing Section, Printing & Publishing Div. of the War Production Board, and prior to that an executive of R. R. Donnelley & Sons Co., Chicago, has joined the sales staff of Moser Paper Co., Chicago, the company announced early in January. Lieut. Comdr. P. A. Van Vlack, Jr., has returned to the Moser company after serving three years.

### Coast Guard Honors Gerson

Albert Gerson, head of Gerson Offset Co., New York, received a commendation recently from Rear Admiral E. H. Smith, DCGO for contributing his plant's manpower, presses, cameras, plates, lithographic material and office space for two years to make possible the Coast Guard magazine *All Hands*. According to the story in the December issue of the magazine "Albert Gerson observed other men treating soldiers and sailors to dinners, theatre parties and open house receptions. He rea-

soned, 'Why not give them a magazine?'"

Gerson's production manager, Harold Rifkind acted as production manager of *All Hands*, and other Gerson personnel worked regularly on the job. About 40,000 copies were being published each month during the last several issues, and they were distributed world wide.

### LNA To Convene At Atlantic City

The annual convention of the Lithographers National Association is planned for the Marlborough-Blenheim Hotel, Atlantic City, for sometime during the week of May 12, Edward D. Morris, LNA secretary, announced early in January. This will be LNA's first convention in Atlantic City since 1921.

### Southern Returns to S & V

Lt. Comdr. Charles Southern, USNR, was to return to his former position as branch manager for Sinclair & Valentine Co., at Nashville, Tenn., early in January after serving with the navy since June, 1942 when he entered as a junior grade lieutenant. As the officer in charge of a gun crew on a Liberty ship early in the war he stayed with his gun after his ship was torpedoed in the Pacific, and sank the Jap submarine when it surfaced to finish off the Liberty. He later saw action on a round-the-world cruise on a Liberty ship which was sunk by a bomb during the invasion of Crete. Later, he was in command of a flotilla of LSTs and took part in amphibious operations.

### GPO Appoints Cole

Philip L. Cole has been selected for the newly-created position of Planning Manager in the U. S. Government Printing Office, according to an announcement by A. E. Giegengack, Public Printer. Mr. Cole will direct four divisions charged with liaison between Government Printing Office and the Federal ordering departments, with planning for production or procurement, and with typography and design. The new planning manager steps up from the position of Director of Planning Service, which he had held since May 1943.

### Phila. To Hold Quiz

The annual "Quiz Nite" program of the Litho Club of Philadelphia is planned for the evening of Monday, January 28 at the Poor Richard Club, and a new twist is to be introduced this year when experts on the platform will be able to fire questions at members of the audience according to William J. Stevens, club president. Elmer Strange, Alpha Litho Co., club vice president, is chairman of the affair. "Experts" will be John Whitecar of the Alpha company, on camera work; James Mohaney, Joseph Hoover & Sons, on presswork; and Joseph Mazzaferri, Graphic Arts, Inc., on platemaking.

The Ladies' Night held by the club at the Benjamin Franklin Hotel during December was attended by about 400 members and guests, and the program included many prizes and gifts, in addition to dinner, dancing and entertainment. Joseph Winterburg, Phillips & Jacobs, was chairman, and the committee included Edward Wikoff, Sinclair & Valentine Co., Mr. Strange, Anthony Abraham, Hartman Bindery, John Knellwolf, United Lutheran Publishing House, and Anthony A. Capello, Joseph Hoover & Sons Co.

### PIA Enlarges Staff

A. Colman Barrett, executive assistant to the industry members of the National War Labor Board has been named secretary of the Masters Printers (open shop) Section of Printing Industry of America, Inc., national trade association of the commercial printing industry. At the same time, James R. Brackett, general manager of the printers' association has announced that Lt. Bernard John Taymans, USNR, assistant director of Navy publications, will join the organization as assistant general manager.

### Colehower Returns

Howard Colehower, vice president and sales manager of Godfrey Roller Co., Philadelphia, has returned to the company after two and one half years of service in the navy. He was a lieutenant (j.g.)

# APCOLENE

for washing and preserving  
Lithographic Blankets—Rubber Rolls and Plates

I.B.P. 195-204 Dry Point 245-250° F.  
Comparative Spot Dry Time, 50 seconds.

## APCOLENE (Light)

I. B. P. ....140-145  
Dry Point .....198-205° F.  
Comparative Spot Dry.....25 seconds

## APCOLENE (Heavy)

I. B. P. ....240-248  
Dry Point .....284-294° F.  
Comparative Spot Dry....1 min. 40 seconds

### *(A Petroleum Solvent)*

APCOLENE was developed by our research laboratory through the co-operation of rubber companies. Apcolene is used as a preservative wash for lithographic blankets, rubber rolls, and rubber printing plates. Apcolene contains no ingredients which might harm the rubber.

APCOLENE is free from grease and oily residue. Apcolene has the property of penetrating into the pores of the rubber, dissolving the ink, oil, etc., and bringing it to the surface to be wiped off. Apcolene is non-gumming, and keeps the rubber in a fresh condition.

Convenient Sources of Supply  
Through Our Authorized Distributors  
or write us direct



**ANDERSON-PRICHARD OIL CORPORATION**



**OKLAHOMA CITY, OKLA.**

BRANCHES IN ALL PRINCIPAL CITIES



### Vote on MM Plan

Lithographers, printers, and publishers across the country are receiving an opportunity to express their acceptance or rejection of the proposed "MM" plan for standardizing the measurement of paper. The plan, which has been discussed at length in the trade press, utilizes the 1000 sheet-1000 square inch principle and makes it possible to figure paper in decimals instead of by present methods. A presentation of the plan is being sent to paper users by the U. S. Bureau of Standards, with a form for voting yes or no on the proposal. Groups which have already approved the plan include the Groundwood Paper Mfrs. Association, Printing Industry of America, National Paper Trade Association Committee on Simplification of Weights and Standards, the Association of Publication Production Managers, the International Association of Printing House Craftsmen, the Government Printing Office, New York Printing Estimators Club, Graphic Arts Trade Association Executives, and the Paper Section of the Bureau of Standards. Several articles have appeared in the trade press for and against the plan.

The MM plan would not entail any changes in present paper sizes, weights or quality, its supporters say, but would simplify the yardstick used in measuring quantities of paper.

### Proko's Son Returns

Lt. Bernard Proko, who was shot down over Berlin, reported missing, later imprisoned by the Germans and who finally escaped from a German prison camp, has returned to the U. S. and was to be discharged from the army January 6, his father, David Proko, head of the Lithographic Plate Graining Co. of America, reports. Lt. Proko, was shot down on his 28th mission, and after two months in a hospital, was imprisoned in Eastern Germany. When the Russians advanced too close, he was transferred to a prison in Nuremburg, from which he later escaped and going for 18 days through enemy country, managed to reach the Ameri-

can lines. He was in the army five years and has been awarded the Distinguished Flying Cross, the Air Medal with three clusters, Purple Heart, European Theatre ribbon with six clusters, and the Presidential Unit Citation.

### Delivers the Goods



Art director Ed. Snow (left) and sales manager Bill Harrington on the new motor scooter.

Tire shortages, work shortages and the high price of automobiles has been overcome for Semco Color Press, Oklahoma City lithographers and printers by Bill Harrington, who has just returned from five years in the army as a captain in a quartermaster truck company. Harrington, returning as sales manager of Semco, was accustomed to licking army transportation problems, and, after a quick look at the automobile situation, and with one eye on the local publicity angle, he appeared at work his second day with the motor scooter shown above. After using it to visit customers he reports that "it's rapid, it's economical, and my accounts have no trouble remembering 'that man on the scooter', once I've been there". Some 12 years ago he had one of the first Austins on Oklahoma roads, and became well-known after using it in the business. Known as "Wild Bill", he says that, in keeping with the era of postwar peace, he is dropping it for the name "Sweet William", which is lettered on the windbreak of the vehicle.

### YLA Nominates Voice

Sidney P. Voice, Consolidated Lithographing Corp., was nominated for re-election as president of the Young Lithographers Association of New York at that group's meeting January 9. Other officers nominated for re-election are Fred Hashagen, National Process Co., vice president; Robert Hall, Brett Lithographing Co., secretary; and H. M. Selling, Zeese-Wilkinson Co., treasurer. Nominations for the board of governors include James F. Garvey, Geo. Schmitt & Co.; John L. Jackson, National Process Co.; Girard L. Urban, Brett Co.; William H. Falconer, Eastman Kodak Co.; Jacques J. Tisne, Schlegel Lithographing Corp.; George Cramer, Sinclair & Valentine Co.; and Bernard Rosenstadt, Ardlee Service. The election is to be March 6.

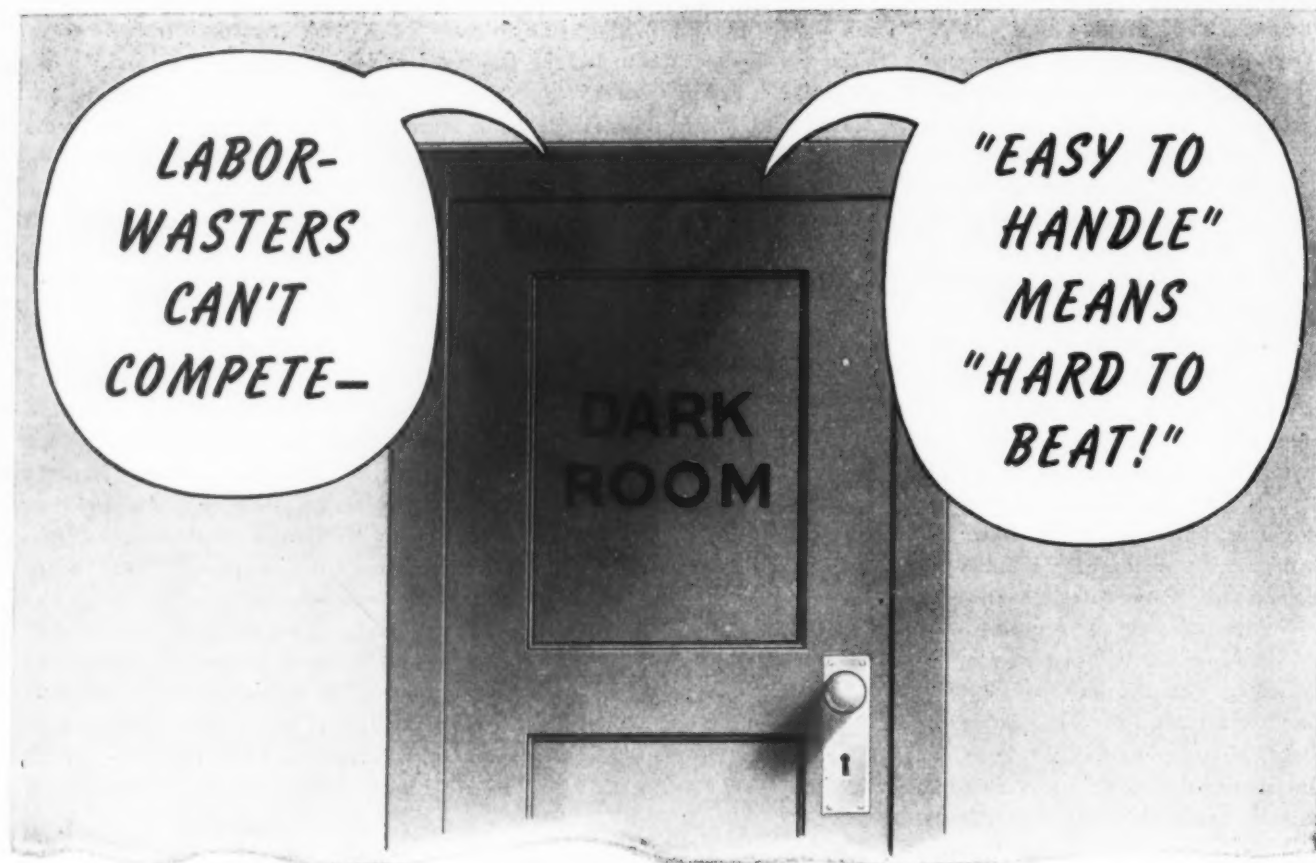
Plans to honor three returned army officers, all YLA founders, at the January meeting could not be carried out, and Mr. Falconer of the Eastman company talked on new industrial photographic processes which may eventually be applied to lithography. Howard Korman, McCann-Erickson, Inc., president of the Direct Mail Advertising Assn. is to speak at the February 13 meeting.

### Heads Cincinnati Assn.

A. H. Pugh was elected president and the name of the Franklyn Typothetae of Cincinnati was changed to the Graphic Arts Association of Cincinnati, Inc., at the annual meeting recently. Other officers elected were William A. Kleesattel, vice president, and R. W. Bohnett, treasurer. Directors elected for a three year term were Mr. Bohnett, Mr. Kleesattel, W. H. Krehbiel and C. B. Locke. Frank F. Pfeiffer, general manager of Reynolds & Reynolds Co., Dayton, addressed the meeting on the need for management to avoid unimportant details in order to manage and plan.

### New Cincinnati Firm

Technicraft, Inc., a lithographing firm, has been incorporated in Cincinnati by Arthur Hunnemeyer, Charles W. Shilling, and Norman Pies.



**F**ACE it frankly—postwar competition will be plenty tough!

AnSCO lithographic materials are designed to help you *meet* that competition—and *beat* it—by reducing handling costs. By cutting time (which is money) on every job you run through your shop!

Take this *Handy Dispenser Box* for AnSCO Reprolith Film in rolls, for instance. It ends darkroom fumbling—wrinkling of film—and waste.

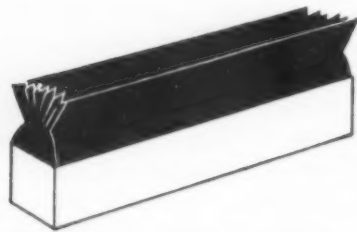
A little thing? But, look—a few minutes saved on every

job soon mounts up. Don't be a labor-waster—use AnSCO's complete line of films for reproduction: Reprolith, Reprolith Thin Base, Reprolith Ortho, Reprolith Ortho Thin Base, and Reprolith Panchromatic. **AnSCO, Binghamton, New York.** A Division of General Aniline & Film Corporation.

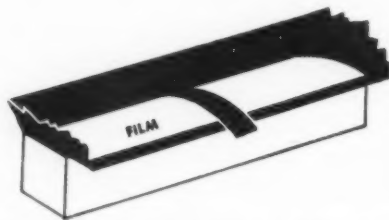
## AnSCO

### REPROLITH FILMS

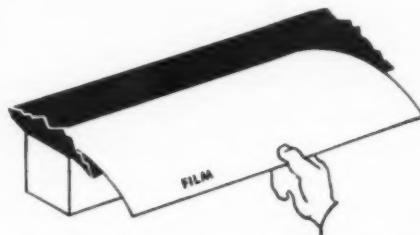
KEEP YOUR EYE ON ANSCO . . . FIRST WITH THE FINEST



Lightproof, paper pouch provides maximum protection against dirt, light, accidents—yet opens in a jiffy!



A gentle pull on the handy tab brings the film to your fingertips. No paper to get in your way!

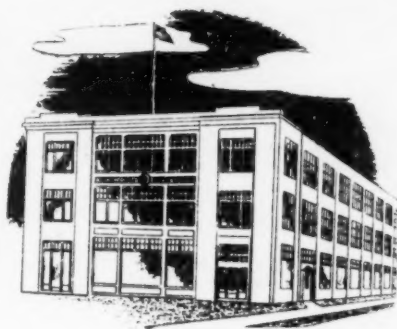


Film unrolls readily to any desired length, without waste—take what you need. No fumbling!

## A. T. Howard Co. Marks 50 Years in Boston



Left: The building at 9 Knapp St., Boston, which the company occupied from about 1905 until a few months ago when it moved to the new quarters (below) at 10 Blandford St., corner of 596 Commonwealth Ave., Boston.



**W**ITH the advent of 1946 the A. T. Howard Co., Boston lithographers and form printing specialists reached the half century mark, and takes its place among a growing list of lithographic firms in New England which had their beginning more than 50 years ago. The Howard Company has just completed a move to a new location, and is now settled in a modern plant to begin the last half of its first century.

The company was founded in 1896 by Arthur T. Howard, Sr., and has specialized in railroad tariffs and business form printing, and is said to be one of Boston's largest plants in the field, and the largest manufacturer of bills of lading for railroads and motor transport in New England. The founder died in 1912.

The company operates both letterpress and offset equipment, having seven one-color offset presses up to size 22 x 34", 15 type presses, and a camera and platemaking department. The equipment also includes a Meisel Perfecting Rotary which prints two colors on one side and one color on the reverse side of a web, and perforates, punches, numbers, cuts and collates all in one operation. The company is said to be one of the few in New England which operates a fluid ruling department.

The original plant stood in Battery-march Street, and in 1900 moved to 27 Beach Street. About 1905 the firm moved into the building at 9 Knapp Street, where it remained until

recently, expanding in the meantime into several floors.

The company now occupies the two top floors of a building of modern construction at 10 Blandford Street corner of 596 Commonwealth Ave., where 32,000 square feet of floor space permits a more satisfactory arrangement of machinery and more efficient production.

The move into the new building was accomplished in two and one-half weeks. Heavy cranes were used to move the machinery onto trucks, and the dismantling was held to a minimum by removing windows and opening up walls to permit the large machinery to be taken out. On presses, the removal of the feeding and delivery units was the extent of dismantling. The moving comprised 204 truck loads.

The company has been active in the National Association of Photo-Lithographers for many years, with S. M. Sears, Howard president, serving several terms as a director. Other company officers are Arthur T. Howard, Jr., secretary, and James M. Howard, treasurer.

### Curtis Leaves Warren

O. M. Curtis, Jr., sales manager of the lithographic division of S. D. Warren Co., Boston paper manufacturers, resigned January 1 to form his own company in another field. Mr. Curtis is now president of Loblure, Inc., Boston, a company

formed to manufacture and market a new product for the New England lobster industry in which he has been interested for many years. The new product, somewhat similar in make-up to a tea-bag contains elements which will lure lobsters into the traps. The product can be used in place of many pounds of decomposed fish which are now used for bait, and will provide a simple, clean, easy-to-handle lure, Mr. Curtis says.

He is widely known in the lithographic field from his association with the Warren company since 1927, and has appeared as a speaker at many local meetings, regional and national conventions. Most recently he has addressed a number of litho clubs on the subject of coated litho paper.

### New Package Plant

A modern factory building which is to be used for the production of all kinds of paper containers has been acquired by the paper division of Continental Can Co. at Los Angeles, Hans A. Eggers, vice president in charge of paper and plastics announced during December. The building comprises 114,000 square feet of floor space and equipment is to be installed during January.

### Honor U.S.P. & L. Man

Herbert Stephens was honored by a testimonial dinner given for him recently in Boston by the Advertising Club in that city on the occasion of his completion of 25 years of service with the U. S. Printing & Lithographing Co.

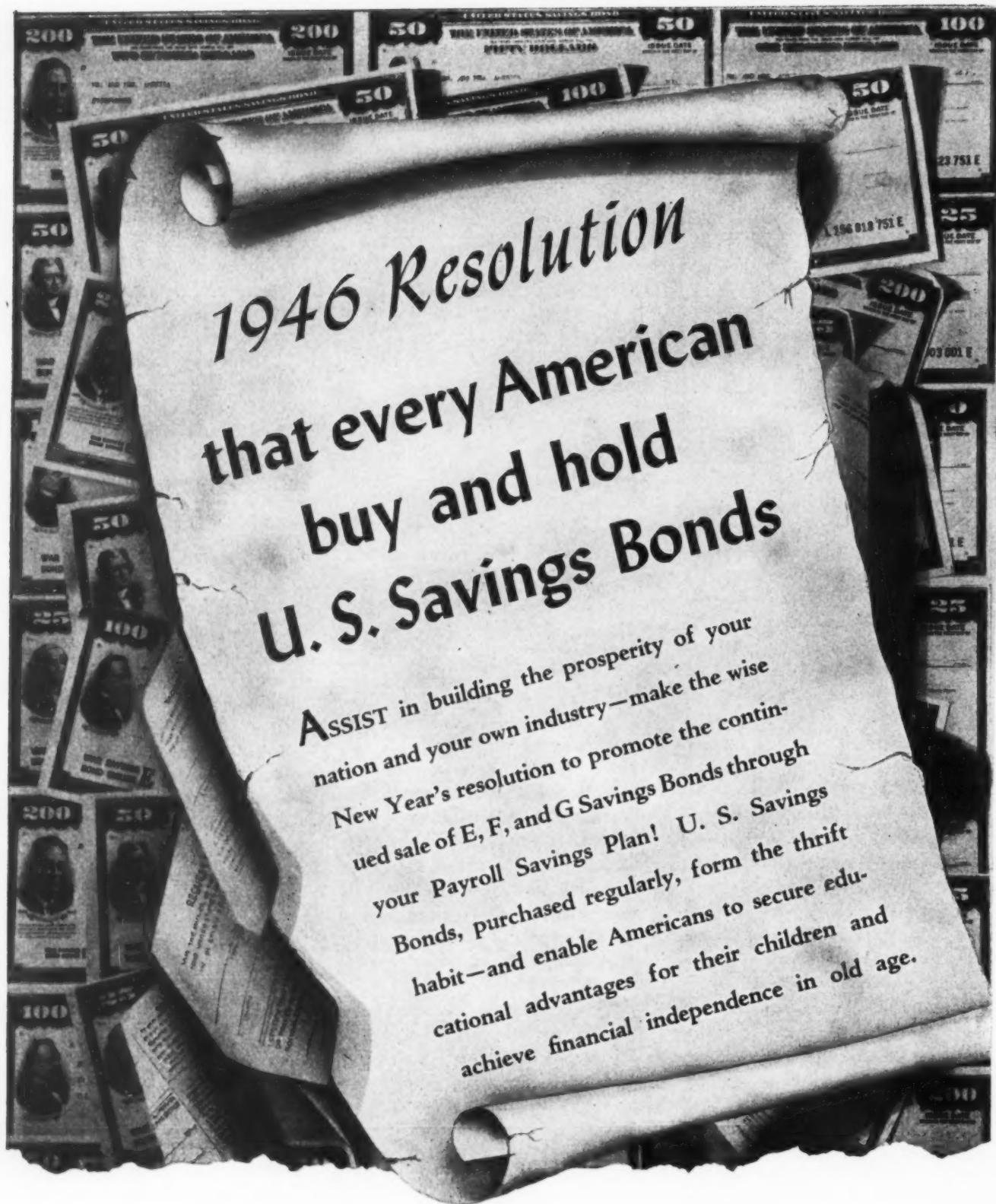
### To Install Offset

The *Claremont (N. H.) Daily Eagle* has announced plans to install a complete lithographing department as part of an expansion program. The new equipment will be added to the newspaper's job printing department.

### Binghamton Firm Expands

Frank A. West & Co., Binghamton, N. Y., lithographers, is erecting a new one-story and basement building at an estimated cost of \$35,000.

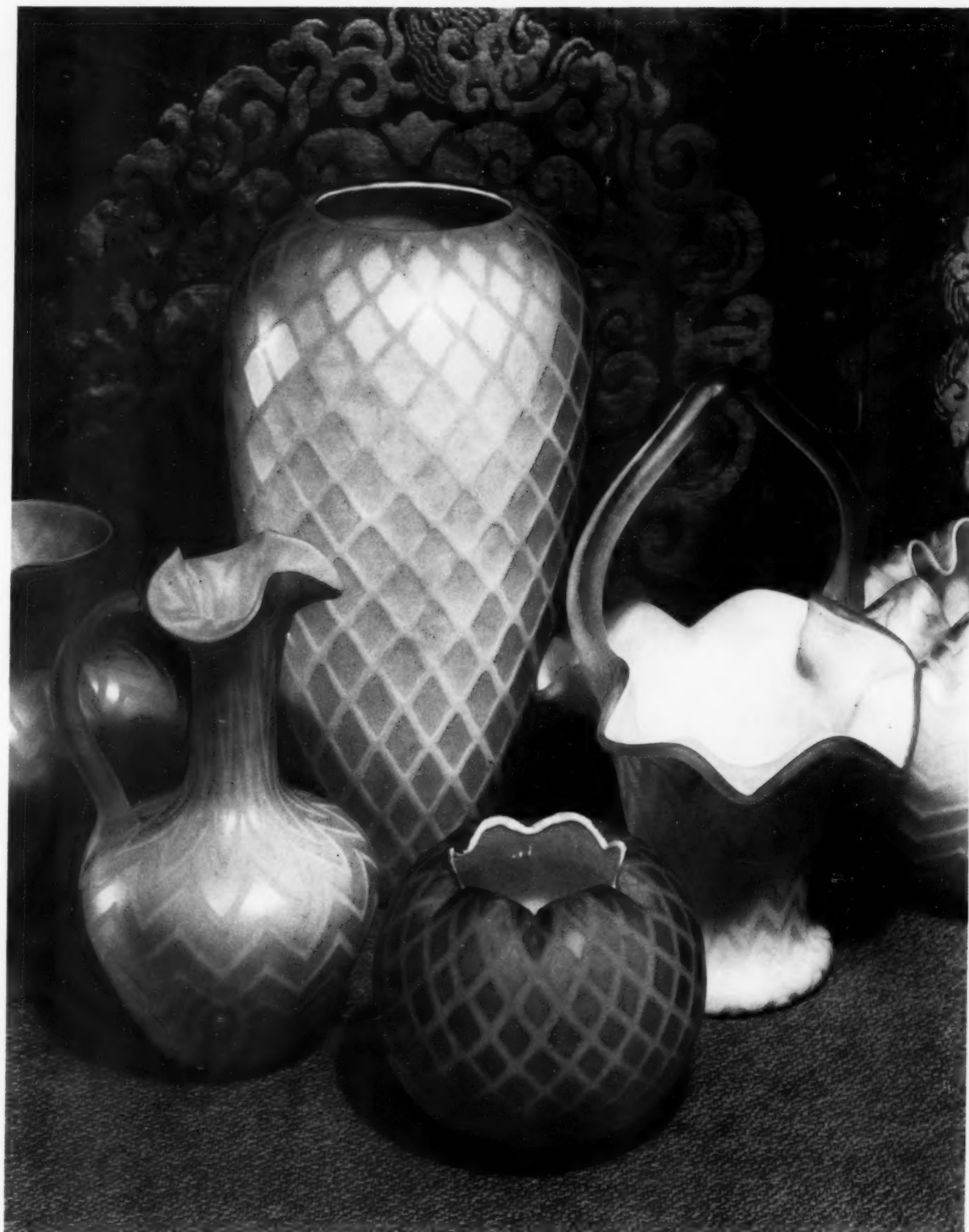




*The Treasury Department acknowledges with appreciation the publication of this message by*

## MODERN LITHOGRAPHY

*This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and War Advertising Council*



Lithographed in 4 colors

# WARREN'S Cumberland Offset

►PRE-CONDITIONED◄

## WOVE & SPECIAL FINISHES

Postal regulations prohibit sampling of paper in this publication, therefore Cumberland Offset is not used for this insert.  
Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

*Leading*  
**PAPER MERCHANTS**  
*who sell and endorse*  
**Warren's Standard Printing Papers**

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	The Diem & Wing Paper Co.
CLEVELAND, OHIO	The Petrequin Paper Company
COLUMBUS, OHIO	The Alling & Cory Company
DALLAS, TEXAS	The Diem & Wing Paper Co.
DENVER, COLO.	Olmsted-Kirk Company
DES MOINES, IOWA	Carpenter Paper Co.
DETROIT, MICH.	Western Newspaper Union
EUGENE, ORE.	Seaman-Patrick Paper Company
FORT WORTH, TEXAS	Zellerbach Paper Company
FRESNO, CAL.	Olmsted-Kirk Company
GRAND RAPIDS, MICH.	Zellerbach Paper Company
GREAT FALLS, MONT.	Quimby-Kain Paper Company
HARTFORD, CONN.	The John Leslie Paper Company
HOUSTON, TEXAS	Henry Lindenmeyr & Sons
INDIANAPOLIS, IND.	L. S. Bosworth Company
JACKSONVILLE, FLA.	Crescent Paper Company
KANSAS CITY, MO.	Virginia Paper Company, Inc.
LANSING, MICH.	Midwestern Paper Company
LITTLE ROCK, ARK.	The Weissinger Paper Company
LONG BEACH, CAL.	Western Newspaper Union
LOS ANGELES, CAL.	Arkansas Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Zellerbach Paper Company
MILWAUKEE, WIS.	Miller Paper Company
MINNEAPOLIS, MINN.	Caskie Paper Company, Inc.
NEWARK, N. J.	Nackie Paper Company
NEW HAVEN, CONN.	The John Leslie Paper Company
NEW ORLEANS, LA.	Henry Lindenmeyr & Sons
NEW YORK CITY	Lathrop Paper Company, Inc.
	Storrs & Bement Company
	Alco Paper Company, Inc.
	Henry Lindenmeyr & Sons
	Lathrop Paper Company, Inc.
	The Alling & Cory Company
	J. E. Linde Paper Company
	The Canfield Paper Company
	Marquardt & Company, Inc.
	Schlusser Paper Corporation
OAKLAND, CAL.	Zellerbach Paper Company
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	Field-Hamilton-Smith Paper Company
PHILADELPHIA, PA.	D. L. Ward Company
	The J. L. N. Smythe Company
PHOENIX, ARIZ.	Schuyllkill Paper Company
PITTSBURGH, PA.	Zellerbach Paper Company
PORTLAND, ME.	The Alling & Cory Company
PORTLAND, ORE.	C. M. Rice Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	Beacon Paper Company
ST. PAUL, MINN.	Tobey Fine Papers, Inc.
SALT LAKE CITY, UTAH	The John Leslie Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	The Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOPEKA, KAN.	Midwestern Paper Company
TROY, N. Y.	Troy Paper Corporation
TULSA, OKLA.	Tulsa Paper Company
WACO, TEXAS	Olmsted-Kirk Company
WALLA WALLA, WASH.	Zellerbach Paper Company
WASHINGTON, D. C.	Stanford Paper Company
YAKIMA, WASH.	Zellerbach Paper Company

**EXPORT AND FOREIGN**

NEW YORK CITY (Export) National Paper & Type Co.  
Agencies or Branches in 40 cities in Latin America and West Indies.

AUSTRALIA B. J. Ball, Ltd.  
NEW ZEALAND B. J. Ball (N. Z.), Ltd.  
HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.,  
Agents for Zellerbach Paper Company



Grignon photo for Magnavox Co. Inc.

# WARREN'S Cumberland Offset

## ▶ PRE-CONDITIONED ◀

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

**W**ARREN'S Cumberland Offset is *pre-conditioned* by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

*Write for free booklet—"How Will It Print by Offset"*

**S. D. WARREN COMPANY • BOSTON 1, MASS.**

Better Paper  Better Printing  
Printing Papers



### McLaurin-Jones Appoints

Lee Turley was appointed general sales manager for the McLaurin-Jones Co., effective January 1, 1946, John MacLaurin, president, announced. Mr. Turley's headquarters will be at the company's main offices in Brookfield, Mass. Mr. Turley has been advertising and sales promotion manager for Nekoosa-Edwards Paper Co., Port Edwards, Wis. since 1934, and prior to that time he held the post of advertising manager for the Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

The McLaurin-Jones Co. manufactures gummed and coated specialties in the fine and coarse paper fields with plants at Brookfield and Ware, Mass.

### Broadston Sells, Joins Vulcan

T. M. (Ted) Broadston, has sold his interest in the Broadston Litho Supply Corp., New York, to George Siebold, and on January 1 joined Vulcan Proofing Co., New York, as assistant sales manager. The Broadston corporation which was organized two years ago, is now being dissolved. Mr. Siebold, an official of J. H. & G. B. Siebold, Inc., New York, held on interest in the Broadston business before the present transaction.

### Cramer Speaks at Boston

George C. Cramer, research director of Sinclair & Valentine Co., New York, was scheduled to address the January 21 meeting of the Boston Club of Printing House Craftsmen on the subject of printing inks. The club's plans also include T. & H. Calendar Night on February 18, and the annual Offset Night on March 18. The speaker for the latter meeting has not been announced.

### Sends Christmas Prints

A portfolio of six prints, reproduced by the Optak process was sent out to customers and friends by Edward Stern & Co., Philadelphia printers and lithographers. The portfolio, designated as the Christmas issue of *The Depictor*, the firm's external house publication, included reproductions, in sizes ranging up to

14½ x 20", of subjects in woodcut, line drawing, etching, drypoint and lithography, some of which are rare museum pieces. Five are from the National Gallery of Art, Washington.

### Rosen Rejoins Milprint



Shy Rosen (above) has rejoined Milprint, packaging converters, printers and lithographers, as director of eastern operations in New York, after serving as a captain in the army. He held this position for Milprint for over 12 years before entering the army. Bert Hefter, assistant sales manager of Milprint, who directed operations in Rosen's absence, has rejoined the executive staff at the home office in Milwaukee.

Rosen entered the army as a private and, after basic training and O.C.S., was assigned to duty in the Office of the Quartermaster General, where he was engaged in the packing and trading program of the Quartermaster Corps. His work in developing improvements in labor-saving devices and packing methods for overseas shipment were recognized in a personal commendation from Lieutenant General E. B. Gregory, the Quartermaster General.

### Washington Holds Party

Over 300 members and guests attended the first Christmas party dinner dance held December 13 at the Mayflower Hotel by the Washington Litho Club. A varied program included the awarding of nine war bonds, one of which went to Mrs. Herbert Aldridge who sang several request numbers. Charles Cook of Haynes Lithograph Co. was chairman of the committee in charge of the affair, and he was assisted by Charles Storey, club president. John Laverine, and Louis A. Tamb.

The club's January meeting was announced for Tuesday, January 22 to be held at a new location, Hotel 2400, at 6:30 p.m.

### A. S. Harris to Speak

A. Stull Harris, president of the Harris-Seybold-Potter Co., Cleveland, is to address the Litho Club of New York, Wednesday, January 23 on the outlook for offset presses. He is expected to discuss the new line of Harris presses and report the latest information on possible delivery of presses. The meeting will be at the Building Trades Club, 2 Park Avenue.

The club's annual Christmas party was held December 19 at the same club, and was attended by about 275 members and guests. Gifts were exchanged, and following dinner, a floor show was staged. An impromptu act was introduced featuring songs by Hammond and Frank Sullivan, twins, brothers of Walton Sullivan, president of the New York club. Hammond is in charge of the offset department at Woodrow Press, and Frank, recently discharged from the army where he held the rank of staff sergeant, is now with Lanston Monotype Machine Co.

### Hit 201 % of Bond Quota

The Advertising and Graphic Arts section of the New York War Finance Committee has achieved 201 per cent of its Victory Loan quota with total bond sales of \$33,270,326, it was announced by chairman Raymond Rubicam. This report covers sales up to and including December 21. Mr. Rubicam stated that the final week of the committeemen's drive would increase the total. The lithographers' section of the drive, under the chairmanship of R. R. Heywood, Sr., R. R. Heywood & Co., achieved 213 per cent of its quota, with sales amounting to \$744,393.

### Nagle Heads Crown Cork

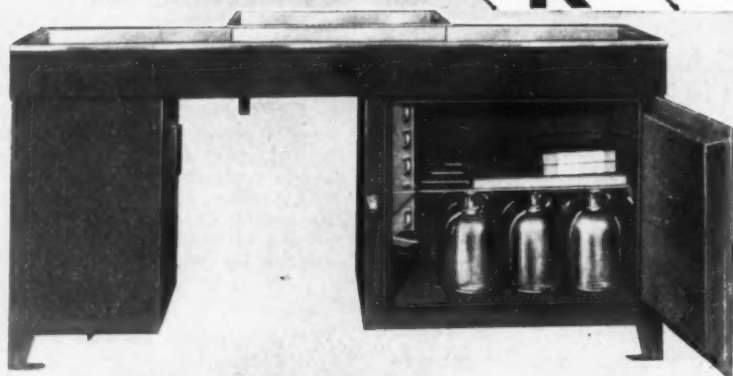
John J. Nagle was elected president of Crown Cork & Seal Co., Baltimore, effective January 1, succeeding Charles E. McManus who became chairman of the board. F. Erwin Fusting continues as vice president but was named treasurer to succeed Mr. Nagle. Charles E. McManus, Jr., was elected president of Crown Cork International Corp. He is also executive vice president of Crown Cork & Seal.

# FROM ARCTIC TO EQUATOR

IT'S **68°F**

WITH THE TEMPERATURE CONTROLLED  
**DOUTHITT DEVELOPING SINK**

Correct and uniform development of film negatives is of utmost importance in producing high class reproduction work and can only be accomplished by absolute control of the temperature of the processing chemicals.



The "Douthitt Temperature Controlled Darkroom Sink" meets every requirement for maintaining an even temperature at all times in the developer, hypo and shop baths and assures even, uniform developing. The temperature controlled storage cabinet offers facilities for storage of developer for instant use and for proper storage of a working supply of film.

This "D D C" type sink is constructed of stainless steel and has a refrigerating and heating unit, governed by a dual temperature control automatically maintaining an even temperature, which will remain constant through all seasons of the year.

Plate making equipment for Lithography, Photo-Engraving, Photogravure, Silk Screen process and kindred arts.

Hundreds of our sinks are now in use in the "Graphic Arts" industry. Many of them are used for governmental purposes throughout the entire world, in all climates, giving excellent service.

*Send for catalog and information on our many items of standard and custom built equipment.*

**THE DOUTHITT CORPORATION** 650 W. BALTIMORE AVE.  
DETROIT 2, MICHIGAN

## Plan Coast Art Show

The West's first annual exhibition of advertising and commercial art, sponsored by the Art Directors' Club of Los Angeles, is planned for February 18 through March 1, the club has announced. All the work in the show is of west coast origin and was published during the period of September 1, 1943 to the opening date of the exhibit. An award for Distinctive Merit will be given for the best work in each of the following classifications:

1. Color advertising illustrations.
2. Black and white illustrations.
3. Color advertising photographs.
4. Black and white advertising photographs.
5. Humorous illustrations, including cartoons or comic strips (color or black and white).
6. Display posters, car card and display advertisements.
7. 24-sheet posters (send small copy prints).
8. Booklets and direct mail pieces.
9. Ornamental design and lettering.
10. Package design.
11. Editorial art—magazine illustrations, painted or photographic.
12. Magazine covers.
13. Fashion illustration.
14. Design for complete advertisement.

## Stecher Traung Men Meet

Executives of the east and west coast plants of Stecher-Traung Lithographing Corp. met for their annual executive gathering in Chicago December 4-8. Present from San Francisco were: Louis Traung, chairman of the board; H. T. Gardner, vice president and general manager, San Francisco division; Ralph J. Wrenn, assistant general manager; Leo Blank, sales manager; and Frank Sheedy, production manager. From Rochester: L. H. Jackson, president; Harold Rowles; H. W. Johnston, vice-president and director of sales; Chas. Weis, vice-president; Fred Herzog, sales manager, Rochester Division; B. McCoy, in charge of adver-

tising promotion department; and Joseph Machell, general superintendent.

## Heads Metropolitan Assn.



James L. Murphy, (above) Consolidated Lithographic Corp., Brooklyn, was elected president of the Metropolitan Lithographers Association (formerly Eastern Lithographers Association), December 19, at the group's annual meeting held at the Lotos Club, New York. He succeeds George C. Kindred, Kindred, MacLean & Co., who held the office two years. William H. Walters, U. S. Printing & Litho Co., was elected vice president. George Schlegel III, Schlegel Lithographing Corp., was elected treasurer, Daniel Arvan continues as legal counsel, and Walter E. Soderstrom as executive secretary.

The executive committee, elected for the new year, includes besides Messrs. Murphy, Walters, Schlegel and Kindred, the following: Victor Friedman, Crafton Graphic Co.; Harvey Glover, Sweeney Lithograph Co.; Helen Gorin, Einson-Freeman Co. Inc.; R. R. Heywood, Jr., R. R. Heywood Co.; Paul R. Miller, American Colortype Co.; George Walsh, Offset Engravers Associates; William Winship, Brett Lithographing Co.; and G. C. Wedekind, The American Label Co.

The labor committee includes Mr. Walters, chairman, and Messrs. Kindred, Winship, Miller, Glover, and Edward N. Mayer, Jr., James Gray, Inc.

## Chicagoans Honor Hagen

Fred J. Hagen, vice-president and superintendent of Workman Mfg. Co., Chicago printers, lithographers and binders, died January 4 in a Chicago hospital. He was 70 years old. He became a printer's apprentice at the age of 13 and spent his life in the trade.

Fred J. Hagen, of Workman Mfg. Co., Chicago, and father of Jack Hagen, well known leader in Chicago lithographic circles, was honor guest at the Dec. 18 meeting of the Chicago Club of Printing House Craftsmen. Formally styled "Fred J. Hagen Sr. Night," the program of music and fellowship was devoted to paying honor to a man who has devoted his long life to the graphic arts. Mr. Hagen's record includes two terms each as president of the Chicago Club and the International Association and his continuous efforts to serve includes the chairmanship of the local's Sickness and Visitation committee. Visiting Craftsmen and representatives of supply houses joined with members in honoring him and he was presented with a loose leaf book made up of greetings from all his friends.

## Opens N. Y. Branch

Gartner & Bender, Chicago greeting card publisher and lithographer, has opened a new branch office at 510 Madison Ave., New York, the company announced during December. Located in the New York office are Mrs. Joan Gaines, Miss Sylvia Goode, and Miss Betty Booth.

## Join Chicago Craftsmen

Robert B. Kuntze, superintendent, Rowan Litho-Press Co., and Frank C. Kolar, service engineer, Harold M. Pitman Co. were among a class of new members scheduled for induction into the Chicago Club of Printing House Craftsmen, Jan. 22.

## Buys Share in Building

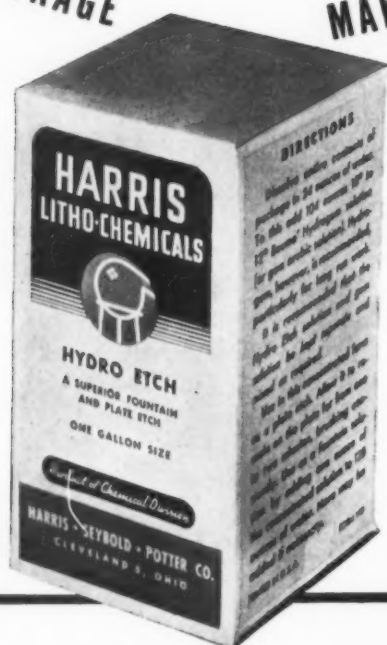
Robert E. Ludford of Chicago Litho Plate Graining Co., has solved the problem of moving by combining with other tenants to purchase the building where all are located at 216 N. Clinton St., Chicago.



**GREATER CONVENIENCE • LOWER COST**

ONE PACKAGE

MAKES ONE FULL GALLON



**THE ONE GALLON SIZE HARRIS HYDRO ETCH**

The larger user of Hydro Etch, particularly, finds the one-gallon size the "best buy". There is less handling of containers in making up the etch solution. And there is a worthwhile saving for the buyer of the one-gallon package, whatever number is purchased. For clean, sharp work, get Harris Hydro Etch and Hydrogum from your dealer.

**Harris Litho-Chemicals are sold by**

W. E. BOOTH CO.  
Toronto - Montreal  
CALIFORNIA INK CO.  
San Francisco - Los Angeles  
Portland - Seattle - Salt Lake City  
G. C. DOM SUPPLY CO.  
Cincinnati  
DOMINION PRINTING INK  
& COLOR CO., LTD.  
Vancouver  
HARRIS-SEYBOLD-POTTER  
COMPANY  
Atlanta - Dallas  
A. E. HEINSOHN  
Denver

McKINLEY LITHO SUPPLY CO.  
Cincinnati  
MEDO PHOTO SUPPLY CO.  
New York City  
METZGER PHOTO SUPPLY CO.  
Akron  
NORMAN-WILLETS CO.  
Chicago  
PHOTOTECHNICAL  
LABORATORY  
Washington, D.C.  
ROBERTS & PORTER, INC.  
New York City - Chicago - Detroit  
SINCLAIR & VALENTINE CO.  
Baltimore

**HARRIS-SEYBOLD-POTTER COMPANY**

**CHEMICAL DIVISION**

**CLEVELAND 5, OHIO**

## Win Gummed Paper Awards

Winners in the \$300.00 Gummed Paper Prize Contest for 1945 have been announced by McLaurin-Jones Co., Brookfield, Mass., sponsor of the contest. Ten prizes were awarded totalling \$300.00 in War Bonds, for the best examples of printing on McLaurin-Jones gummed papers.

Five paper merchants' salesmen who sent printed samples were awarded \$150.00 in bonds, and the remaining \$150.00 in War Bonds went to the printers or lithographers producing the entries. Winners in the paper merchants' salesmen's group were: first prize—Jake Schuitema, Central Michigan Paper Co., Grand Rapids, Mich., \$50.00 War Bond; second prize—Howard M. King, Butler Paper Co., Kansas City, Mo., \$25.00 War Bond; third prize—Charles E. Wise, The Alling & Cory Co., Pittsburgh, \$25.00 War Bond; fourth prize—Robert R. Lasher, The Alling & Cory Co., New York, \$25.00 War Bond; fifth prize—Eugene M.

McGrath, Standard Paper Co., Milwaukee, Wis., \$25.00 War Bond.

Winners in the printers' group were: First prize—Peter Decker, Michigan Lithographing Co., Grand Rapids, Mich., \$50.00 War Bond; second prize—Leo Finkelstein, Keystone Press, Kansas City, Mo., \$25.00 War Bond; third prize—Vincent H. Smith, Liberty Show Printing Co., Pittsburgh, \$25.00 War Bond; fourth prize—William Dilg, The American Label Co., New York, \$25.00 War Bond; fifth prize—John Krautschneider, Arandell Litho Corp., Milwaukee, \$25.00 War Bond.

Honorable mention in the paper merchants' group went to: John Gibbs Smith, Swigart Paper Co., Chicago; Robert J. Armstrong, The John Leslie Paper Co., Minneapolis, and Harvey E. Ward, Standard Paper Co., Milwaukee. Honorable mention in the printers' group went to: National Office Supply Co., Waukegan, Ill.; Western Printing & Lithographing Co., Racine, Wis.; Shafer & Feld,

Minneapolis; Jens Printing Corp., Milwaukee, and Universal Printing Co., Milwaukee, Wis.

## Topeka Holds Printing Week

An exhibit of locally produced printing and lithography was a feature of an observance of national printing week, January 14-19 in Topeka, Kan., sponsored by the Topeka Club of Printing House Craftsmen. The program also included a celebration dinner and ladies night and a Craftsman meeting featuring, as speaker, Charles T. Beutner of Sigmund Ullman Co., Chicago, on the subject of "Offset's Spot in the Graphic Arts".

## Lists All LTF Books

All books, manuals, bulletins and other publications of the Lithographic Technical Foundation which have been completed or are scheduled to be issued early in 1946, are listed and described, with prices in single copies or sets, in a new catalog issued during December by the Foundation. Copies of the catalog are available from the Foundation, 131 East 39th St., New York 16.

## Lift Newsprint Restrictions

Control of newsprint by the government which was begun in January 1943, came to an end January 1, 1946 when the Civilian Production Administration ended all newsprint restrictions. In Canada controls of newsprint and printing papers were ended on the same date.

## Miss Ellerman Dies

Miss Ella D. Ellerman, 60, former secretary-treasurer of Compton & Sons Lithographing & Printing Co., St. Louis, died recently. She was with the Compton company for 35 years prior to her retirement in 1940. Her brother, the late Ewald H. Ellerman, was general manager of the firm.

## Changes at Barnes Press

Irving Barnes recently purchased the interest of his brother and partner Joseph D. Barnes in Barnes Press, New York printing and lithographing firm. The company installed an offset department about 12 years ago.

Lithographers walked off with prizes in the printer's group. Winners are shown here.

# HILLCREST OFFSET HAS ALL 10!

## 10 ATTRIBUTES OF A GOOD OFFSET PAPER



- 1 **FLATNESS** It lies flat and level without tendency to curl
- 2 **STABILITY** It has a minimum of expansion and contraction
- 3 **SURFACE FIRMNESS** It has a firm surface that will not pick or lift
- 4 **BODY** It has rigidity of construction in the degree necessary for its use
- 5 **RECEPTIVITY** It has a uniform affinity for and receptivity to ink
- 6 **COLOR** It has precisely the right color and is uniformly the same from run to run
- 7 **CLEANLINESS** Cleanliness of ingredients and in manufacture is attained to produce a sheet clear from defects
- 8 **OPACITY** It is sufficiently opaque to prevent show-through, even of large areas of heavy solids
- 9 **STRENGTH** It has strength for folding, for mailing, and for its final end-use
- 10 **UNIFORMITY** Every run, every skid, every sheet is uniform in every particular to all others

## 1 FLATNESS

Flatness is pre-determined in Hillcrest Offset — built into the formula when it was developed in the laboratories of the Fitchburg Paper Company. Hillcrest Offset lies flat and level without tendency to curl — always. The importance of this outstanding virtue is obvious. It pleases both the front office and the pressroom crew. This is but one of the ten attributes of a good offset paper. Hillcrest Offset possesses all 10!

*Prove-on-the-press in your own plant what Hillcrest Offset will do. Contact your Fitchburg distributor and arrange for a test run.*

# HILLCREST OFFSET

*Preferred for its Performance*

## Fitchburg Paper Company

FOUNDED IN 1861

MILLS AND MAIN OFFICE: FITCHBURG, MASS. N. Y. OFFICE: 250 PARK AVE., N. Y. 17 • 11 SO. LA SALLE ST., CHICAGO



### GAVC Completes Work

The Graphic Arts Victory Committee, formed in 1942 to marshal the forces of the industry into the war effort, passed out of existence at the end of 1945, its work having been completed. The GAVC issued a report of its work through more than three years of war. The report stated that although many had urged that the work be continued it was decided to leave the public relations job to existing associations.

The four objectives of the GAVC were: to gear the graphic arts industries, talents and equipment to the war effort; to provide government agencies with a talent pool to assist in creation and dissemination of wartime information; to interpret government estimates of essential wartime advertising and promotion for the users of printing and lithography; and to establish an industry clearing house of essential wartime advertising and promotion for producers and users of printing and lithography. Henry Hoke was managing director of the GAVC. Total working capital was \$88,942.

### Lanchantin Joins LNA



A. C. Lanchantin (above) has been appointed head of the industrial relations department of Lithographers National Association, W. Floyd Maxwell, executive director, announced January 8. Mr. Lanchantin comes to the association from J. C. Hall Co., lithographers of Pawtucket, R. I., where he has been plant, production and personnel manager since 1941. Prior work in the industry included connections with the U. S. Printing & Lithograph Co., and National Process Co. The industrial relations department of the association assists members on labor problems and contract negotiations and maintains an employment bureau for both union and open shop association members.

### Files Printing Ideas

Chicago printers and lithographers, looking for ideas, are being invited to visit the "Gallery of Printed Ideas" maintained by Swigart Paper Co., at 723 S. Wells St., that city. Thousands of specimens of all kinds of printed products are on file or exhibition, with current displays featuring advertising printed matter dealing with radio, electronics reconversion and home building.

### Fred W. Gage Dies

Fred W. ("Dad") Gage, 79, former president of the Gage Printing Co. of Battle Creek, Mich., and for many years treasurer of the United Typothetae of America, died during December in Amityville, L. I.

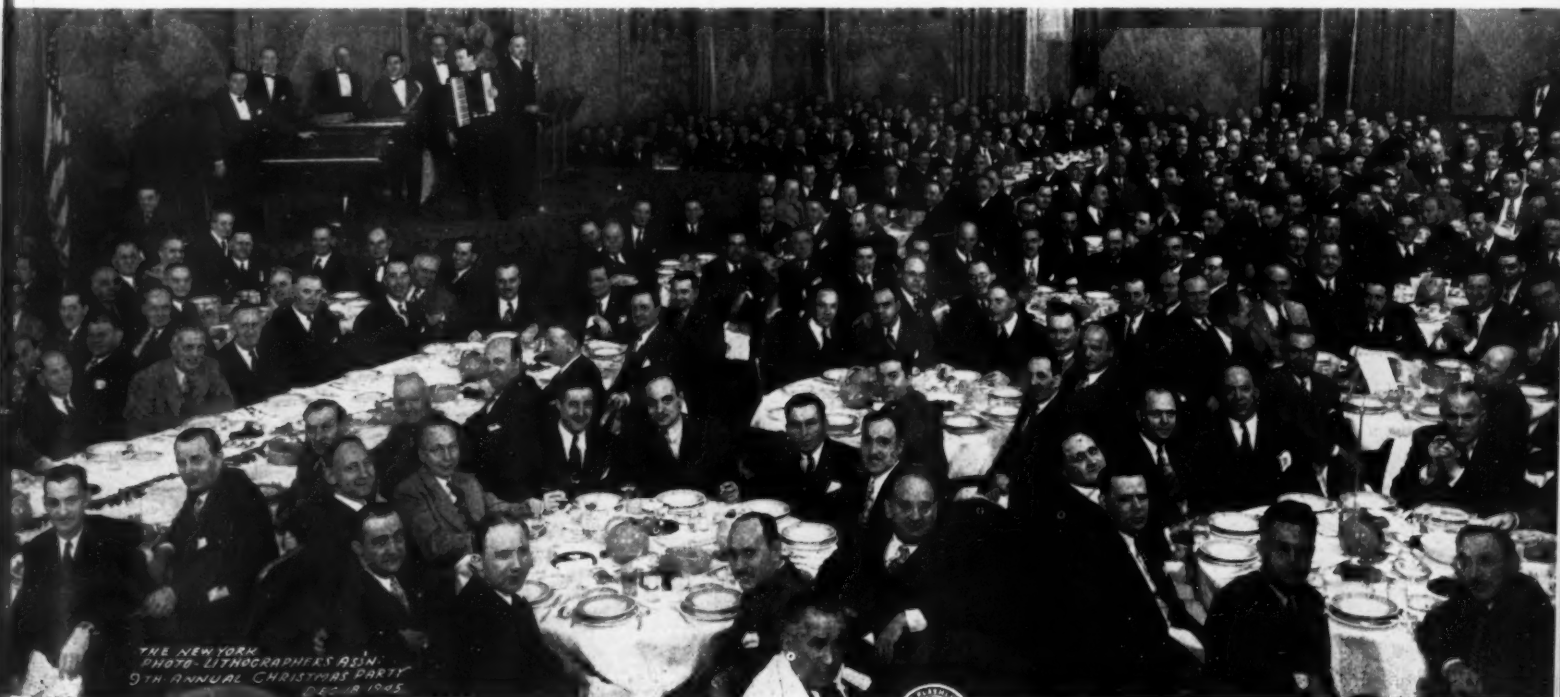
The printing company was founded by his father, the late William C. Gage. Walter H. Gage, third-generation member of the family in the company, now heads it. Another son, Harry Gage, is an official of the Mergenthaler Linotype Company.

### 400 At NYPLA Party

About 400 New York lithographers and others from the graphic arts attended the Christmas party December 18 of the New York Photo-Lithographers Association at Hotel New Yorker (below). Following dinner

a program of music and entertainment was presented, and each person present received a gift box containing about eight varieties of cheese and spreads. Walter E. Soderstrom, executive secretary, was general chairman, and the committee included: A. J. Fay, Na-

tional Process Co.; Victor Friedman, Crafton Graphic Co.; Arthur Manhken, Sinclair & Valentine Co.; Charles Morris, Reinhold-Gould, Inc.; Wayne Dorland, Modern Lithography; F. M. Rapp, Offset Reproductions, Inc., and Samuel Denburg, Barton Press.



THE NEW YORK PHOTO-LITHOGRAPHERS ASSOCIATION 9TH ANNUAL CHRISTMAS PARTY  
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### Outlines Juvenile Status

An article "Lithographers Have Their Say On Juveniles," appeared in the December 1st issue of *Publishers' Weekly*, and was written by a staff member of the Lithographers National Association. It covered the conditions in the lithographic industry causing the longer interval required this year for the production of children's picture books, and was in answer to the experiences of a group of children's book editors as published in the October 27th issue of the same publication. Lithographers had been singled out for particular attention in this latter article's details on delays encountered, which the LNA said gave the impression that children's book lithographers were not equal to the task.

The December 1st article points out that the longer time required was not unique with the production of children's books but that this condition held true in all classifications of lithography. With no additional offset lithographic presses of any type in four years and with the shortage of skilled lithographers—particularly dot-etchers—the present volume of work is too great for the capacity of the industry. This article points out that although book sales have doubled during the war as compared to 1939, according to *Domestic Commerce*, children's book sales have enjoyed the greatest increase in sales and that lithography has virtually revolutionized the production of children's books.

Additional large size multi-color offset lithographic presses and skilled manpower would again restore the normal time of three months required for lithographing a book in full color, but suggestions are given showing how a month's time can be saved in the meantime by using alternate methods in place of full process color and thus reduce the time required in the lithographer's art department in making color separations and doing color correcting.

### Randall Returns to H-S-P

Ralph H. Randall, a major in the Air Technical Service Command, and chief of the printing branch at

Wright Field, Dayton, rejoined the Harris-Seybold-Potter Co., recently. He is now located in the New York branch of the Harris Company, in the offset press division.

### To Speak at Chicago



John L. (Jack) Kronenberg (above) who recently returned to the S. D. Warren Co. after serving in the army, is to address the Chicago Lithographers Club, February 28. His subject will be "The Case for Coated Litho Papers", and he will discuss the use of litho coated two sides. Mr. Kronenberg was in the army three years, and was most recently a major on General Somerville's staff, Army Service forces headquarters, Washington, where he was liaison officer with WPB for paper, printing and textiles. His first year in the army was spent as executive officer of the production division of Army Map Service, Washington. Mr. Kronenberg is a past president of the Young Lithographers Association of New York, and is located in the New York office of the Boston paper firm.

### Asks Surplus Paper Sale

Disposal of surplus paper stocks now in the hands of the government through commercial channels was urged upon the federal government recently by the Printing Industry of America, through a letter to the Director of the Office of War Mobilization and Reconversion. The letter was made public by James F. New-

comb, president of PIA. Mr. Newcomb pointed out that printers had tried unsuccessfully to obtain an inventory of the paper supplies held by the armed forces. They believe, however, that there is a large surplus of fine papers, including map paper, available, all of which was purchased prior to the end of the war and not used, he said. The printing industry believes, according to Mr. Newcomb, that the nation's paper merchants could dispose of the armed forces surplus today through regular trade channels at a good price. A year from now, when the paper industry is in full production, the government owned stocks would bring a lower price.

Mr. Newcomb urged that no purchase of additional paper be authorized until there is a proper inventory of present supplies and provision is made for their use.

### Hoke Writes 2nd Expose

"It's a Secret", a book which the publisher says is an expose' of subversive activities in Washington, written by Henry Hoke, former managing director of the Graphic Arts Victory Committee, and publisher of *The Reporter of Direct Mail Advertising*, was scheduled for publication January 16. The publisher is Reynal & Hitchcock, Inc., New York. The publisher's announcement states that the book is primarily an indictment of certain pressure groups now operating in the Capital, with special emphasis on a report on the collapse of the sedition trial. Mr. Hoke's previous expose' called "Black Mail" dealt with misuse of United States mails by subversive groups.

### Soderstrom Speaks

Walter E. Soderstrom, executive secretary, National Association of Photo-Lithographers, on January 7, talked on available manpower, cost factors, and production standards in the lithographic industry before the Young Printing Executives Club, a group affiliated with New York Employing Printers Association, at a dinner meeting in the Mary Elizabeth Restaurant.



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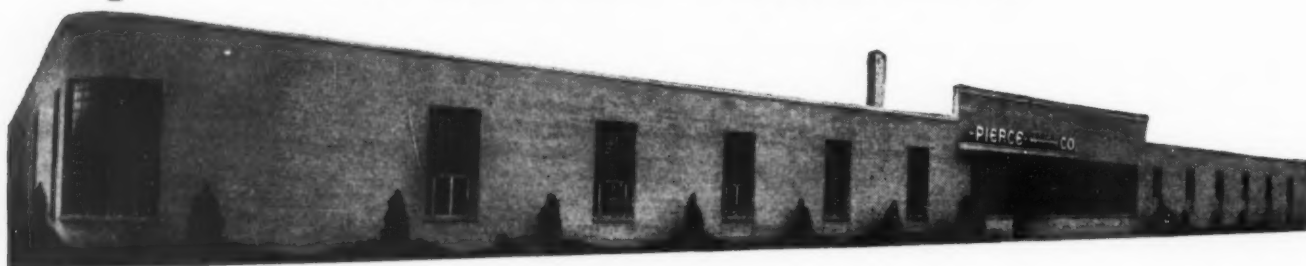
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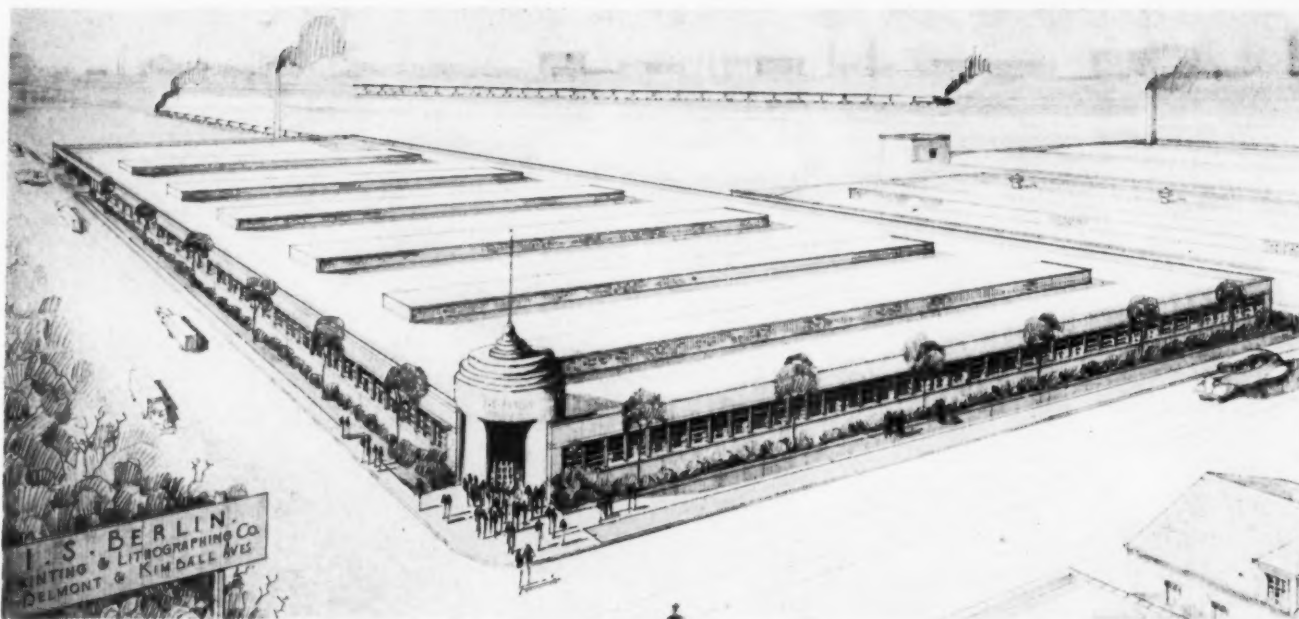
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## SUBSIDIARIES

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## I. S. Berlin to Erect Big Plant in Chicago

The architect's drawing (above) shows the new plant to be built by I. S. Berlin Printing & Lithographing Co., and its affiliates, The Marshall-White Press and The Marshall-White Co., Chicago. During December the company announced the purchase of the property bounded by Belmont, Kimball and Avondale Avenues, having a frontage of 1,030 feet on Kimball, and a depth of 375 feet.

The reported price of the property was \$210,000. The first unit to be erected will contain about 135,000 square feet of space and will cost \$700,000. Contracts for new equipment total about \$400,000. Company officials said that the new plant will not be larger than that occupied at present, but that more advantageous plant layout combined with modern equipment will increase

the output by about 50 per cent. The entire building will be occupied by the Berlin company and its affiliates.

The company was founded in 1920 at 709 South Dearborn St., in a plant bought for \$2900. A year later the company moved to 426 South Clinton St., occupying 1800 square feet. Since that time it has grown to the present size. The firm produces advertising literature and catalogs for a large number of organizations and mail order houses.

## House Organs to Increase

A survey conducted by the National Council of Industrial Editors, has revealed that industrial organizations are planning a 25 per cent increase in the number of house organs they plan to issue. Of these 57 per cent will be external publications, directed to customers and salesmen and 28 per cent will be internal or employee magazines. The other 15 per cent will be a combination of two types. The survey covered 460 industrial companies.

## Six Get GPO Awards

Six additional New York firms have recently received the Certificate of Merit Award from the Government Printing Office for war production. They are Reilly Electrotpe Co., Efficient Direct Mail Service, Whitaker-Trapp, Inc., Monotype & Linotype Composition Corp., Keppelman Co., and Kline Linotyping Co.

## Poll Succeeds Schulze as Head of Conn. Club

**F**RANK POLL, Meriden Gravure Co., Meriden, Conn., was elected president of the Connecticut Valley Litho Club January 4, to succeed Albert J. Schulze who had served two terms. Mr. Poll was formerly secretary of the club. Ralph Adecock, Hartford Fire Insurance Co., was elected vice president; Harold Kjoller, Rich Lithographing Co., Chicopee Falls, Mass., was elected treasurer; and Robert E. FitsGerald, New England Printing & Lithograph Co., Bridgeport, secretary.

Members of the board of governors include Mr. Schulze, Clifford DuBray, Brooks Bank Note Co., Springfield, Mass.; Michael Pagliaro, Polygraphic Co. of America, North Bennington, Vt.; Alex Spaith, New England Blue Print Co., Springfield; and Alfred Starke, Brooks Bank Note Co.

Messrs. Poll, Schulze and DuBray

were named as delegates to the January 19 meeting in New York of the National Association of Litho Clubs. Alternates are Ralph Rich, Rich Lithographing Co., Chicopee Falls, Mass.; Mr. Kjoller, and Joseph Siracuse, A. D. Steinbach & Sons, New Haven.

The meeting, which was held at Hotel Bond, Hartford, was devoted to a round table discussion covering many phases of lithographic production. Mr. Schulze was chairman.

The club's next meeting will be Friday, March 1 and will be held at the City Club, 10 Allyn St., instead of the usual place. It will feature the new color movie recently released by Eastman Kodak Co., showing step by step the reproduction of a Kodachrome. The movie, although dealing with photo-engraving, devotes much attention to color separation methods and the handling of Kodachromes.

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FOUNTAIN ETCH FOR ZINC PLATES



Research and Laboratory Control are the watchwords of SINVALCO Standardized Chemicals!

SINVALCO No. 14, used for many years by leading lithographers everywhere, is a fountain etch of proven quality. Mixed in the fountain water with the correct proportion of SINVALCO Stabilized Gum Solution it will assure longer runs and higher quality.

SINVALCO technicians are on call at any time to demonstrate in your own plant the many advantages of using SINVALCO Standardized Chemicals.

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- SINVALCO Solution No. 10  
Stabilized Albumin Solution
- SINVALCO Solution No. 11  
Litho-Kleen Concentrate
- SINVALCO Solution No. 12  
Plate Etch for Zinc
- SINVALCO Solution No. 13  
Plate Etch for Aluminum
- SINVALCO Solution No. 14  
Fountain Etch for Zinc
- SINVALCO Solution No. 15  
Fountain Etch for Aluminum
- SINVALCO Solution No. 16  
Stabilized Gum Solution  
Lithotine



## Importations of Printing into Canada Grow

**I**MPORTATIONS of printing and lithography into Canada have grown steadily since 1937 and amounted to \$18,209,829 during 1944 according to figures released in Canada last month and reported by the *Canadian Printer & Publisher*. About one third of this value was accounted

for by unbound magazines and newspapers, while about one sixth comprised books, periodicals and pamphlets. The breakdown is shown in the following table. How much of this imported printing originated in the United States was not shown, although comments indicated much of it did.

### Importations of Printing Into Canada\*

	1937	1938	1939	1942	1943	1944
Artists' Proof Etchings . . . .	14,633	11,414	11,693	3,476	3,759	4,046
Charts, Maps, Albums . . . .	83,803	43,509	33,576	79,392	42,404	64,085
Blueprints, Building Plans . .	149,734	111,867	189,028	270,479	396,604	440,087
Music . . . . .	220,652	228,395	230,753	258,015	350,755	414,907
Newspapers, partly printed, and Comics . . . . .	54,082	67,345	125,161	73,890	89,314	70,736
Magazines Newspapers, Unbound . . . . .	6,356,982	6,878,774	6,710,848	7,224,545	7,371,231	6,456,186
Photographs (All Classes) . .	450,071	495,049	579,917	1,142,124	1,324,184	1,494,548
Decalcomania Transfers . . .	27,058	22,555	18,172	16,141	683	17,457
Advt. and Printed Matter . . .	1,669,158	1,604,942	1,548,623	991,366	908,891	982,727
Bank Notes, Bonds, etc. . . .	491,379	523,184	597,518	611,418	584,278	702,294
Playing Cards . . . . .	39,468	33,503	38,536	5,030	1,420	16,234
Hand-made Drawings, etc. . .	112,798	126,137	93,914	29,222	15,653	22,970
Labels . . . . .	129,441	109,638	115,337	121,930	109,772	140,879
Pictorial Post Cards . . . . .	533,335	564,951	602,190	15,700	10,898	90,327
Bibles, Prayer Books, etc. . .	397,523	539,286	506,803	656,317	1,035,186	1,153,478
Blank Books . . . . .	101,080	71,578	78,860	128,104	99,233	132,188
Books, which have been printed and mfd. more than 10 yrs. Books, not printed or reprinted In Canada for Universities, Schools . . . . .	6,950	9,801	6,643	2,507	8,801	2,272
Books, novels, fiction . . . . .	1,323,537	1,283,337	1,286,307	1,316,861	1,535,473	1,801,932
Books, science, libraries . . . .	35,797	35,832	26,474	54,359	39,618	45,514
Books, printed by Governments or Associations . . . . .	92,999	125,091	145,860	496,433	729,900	832,596
Books, printed periodicals and Pamphlets . . . . .	15,636	17,847	24,534	19,765	10,374	8,338
Books, periodicals and pamphlets in languages other than English . . . . .	2,166,668	2,352,595	2,030,844	2,473,056	3,204,163	3,206,496
Freight rates, etc. . . . .	16,720	20,528	131,902	46,212	70,545	106,520
	15,927	15,927	15,927	14,281	14,281	14,012
<b>TOTALS</b> . . . . .	14,489,514	15,297,208	15,152,182	16,052,209	17,957,420	18,220,829

\*1940 and 1941 figures not available.

## Controversial Informative Label Goes National

**T**HE controversial informative label on canned goods has appeared locally in various parts of the country and now for the first time it goes national with the appearance of the "Your Certified" brand, a label

jointly owned by a group of canners from the east coast to California and the Northwest. Organized for nationwide selling of a full line of processed fruits and vegetables (later to include frozen foods under the same

label), these canners, operating under the name of Certified Foods, Inc., are members of U. S. Inspected Foods Educational Service, whose recently adopted informative shield is incorporated in the label. Under the set-up each of the participating canners contributes a portion of his pack to build up a full line. Distribution started last month with limited amounts so far being packed.

The outstanding and constant feature of the label is the informative twin shield, applied against varying backgrounds which illustrate can contents. The color border of the shields suggest the grade—blue for grade A (fancy); red for grade B (choice of extra standard); green for grade C, (standard). The front shield, or panel, gives the brand, government grade, and description of contents. The back panel repeats this data, and tells a complete story covering the contents and their use. Under "Description", is listed, size, amount, number of servings and grading score; and under "Grade", the government grade and further data. Other headings cover Information, Use, and Preparation. The informative shield adds that contents are "Packed under continuous inspection of the U. S. Department of Agriculture"; closes with name, address, etc.

Label background—colors determined by contents—are from kodak transparencies with superimposed lettering. All subject matter was posed in the sketching department of the San Francisco plant of Stecher-Traung Lithographing Corp. which produces all the labels for the group. They are run on the firm's four-color



Here is one of the new informative labels developed by west coast organization.



## Taking a lead from JANUS

*Janus, the Roman household god, is represented as having two opposite faces—to view the past and keep an eye on the future. In this January, his namesake month, Sorg ventures to follow his example.*

### We look back . . .

back on 94 years of fine paper manufacturing . . . 94 years of faithful service to printers and to paper fabricators.

Through four wars...through panic and prosperity . . . through the greatest period of industrial expansion and social changes in America's history, Sorg has held to a firm course—to make the best paper possible and to strive constantly to make it better . . . through research and improved manufacturing facilities.

### We look forward . . .

forward to many more years of serving the needs of the printing and paper converting industries with fine printing papers and special papers.

In the inevitable era of progress ahead, paper will continue to play a dominant role. And as Sorg goes on to complete a century of service and begin another, it will contribute its share to the development of better papers to meet the needs of a new and wonderful age.



**SORG STOCK LINES:** WHITE SOREX • CREAM SOREX • EQUATOR OFFSET • EQUATOR INDEX  
BRISTOL • VALLEY CREAM POST CARD • MIDDLETOWN POST CARD • No. 1 JUTE DOCUMENT •  
BUCKHIDE TAG • **FOR CONVERTING USE:** DBL (Double Bleached Lined) • DIP (Dyed-in-pulp).

**THE SORG PAPER COMPANY • Middletown, Ohio**

**Offices:** NEW YORK OFFICE: 370 Lexington Ave. (17). CHICAGO OFFICE: Daily News Bldg. (6).  
**Representatives:** BOSTON, C. H. Dodge, 10 High Street (10). LOS ANGELES, N. L. Brinker, 409 E. 2nd  
Street (12). ST. LOUIS, H. E. Bouis, Ambassador Bldg. (1). **Member:** Miami Valley Paper Shippers Association.

presses as required and shipped out to the various canner members. Because the organization represents something new in marketing, and the label is the heart of it, there has already been considerable comment and more is likely to develop as the new brand becomes known.

### Sabotage Canadian Posters

What appeared to be an amateurish attempt to sabotage Canada's Ninth Victory Loan campaign, combined with an attack on the Dominion Government, was discovered after the Victory Loan Committee had distributed one million display cards, which they have felt obliged to recall.

The cards contained in color a reproduction of the Victory Bond, and on the right hand of the card near the top, the saboteur had written three lines, the last two of which are illegible, apparently owing to haste and nervousness. The first line reads clearly: "The Government has gone too far to be any good . . ."

The Loan Committee in a statement said it did not anticipate any damage to the campaign as a result of the alteration which had been duly lithographed and proofs okayed. When news of the added inscription circulated, knots of indignantly curious citizens gathered in front of windows displaying the card, and many people

asked for them as souvenirs. An investigation was held and it was found that the lines had been added after the original art work was turned in. Little progress was made in tracing the offender.

### Wins Paper Award

Lawrence M. Cornacchia of Forest Hills, N. Y., a senior in the Department of Printing at the Carnegie Institute of Technology, is the winner

### Lutz & Sheinkman Marks 50 Years of Growth

FROM a small firm of stone engravers to the trade, established at 61 Beekman St., New York, in 1896, to a modern lithographing plant occupying 100,000 square feet of floor space, is the record established by Lutz & Sheinkman which, in 1946, is celebrating its 50th anniversary.

After engaging in stone engraving for six years, George Lutz and Philip Sheinkman, company founders, bought their first stone press and moved their plant to 158 William St. In 1904, two years later, the firm was re-organized as a corporation with Mr. Sheinkman as president. Mr. Lutz as vice president, and Robert G. Rasquin, secretary. At the same time the company, still expanding, moved its activities farther uptown to 2 Duane St. The company

of the Reinhold-Gould award of \$100 for the college year 1945-46, the school announced. Established by H. E. Gould, president of Reinhold-Gould, Inc., New York City, in place of the former Aldine award, which was discontinued during the war years, the award is given annually to a Department of Printing student of high scholastic promise at the beginning of the school year as a scholarship to help defray tuition expenses.

remained there until 1940 when it moved into its present large quarters at 421 Hudson St.

In observance of its 50th anniversary, Lutz & Sheinkman placed an insert in several of the advertising publications, featuring a six color process reproduction, and briefly outlining the company history under the title "50 Years of Color Lithography". "Every technical, mechanical and artistic advance in lithography has been made available to Lutz & Sheinkman customers as soon as it has proved practicable," the copy states. According to present company officials, Lutz & Sheinkman purchased the first offset press built by the Harris company. That was in 1906. Today the lithographing firm's products include posters, displays, box-wraps, labels and booklets. The company employs approximately 275 persons and has one of the largest pressrooms in New York, comprising about 35 offset presses, half of which are two-colors. The plant also contains varnishing equipment, complete camera and platemaking facilities and complete bindery equipment.

Officers of the company are Jacob Greenberg, president; Herbert S. Nemeroff, vice president; Francis Nemeroff, treasurer; and Jean Greenberg, secretary.

### Magee to Buy Litho

George R. Magee has been appointed San Francisco purchasing agent for California Vineyards Association, and will supervise the purchasing of printing, lithography and advertising materials for Roma Wine and Cresta Blanca Wine.



A section of the withdrawn poster is reproduced at left. The offending lines are written in script on the bond starting two lines under the words "Banks of Canada."



# SO...*UP GO YOUR SLEEVES!*



You begin by taking on a job you know is no cinch—producing top-quality paper these days. In spite of shortages and reconversion upsets, you have high standards to meet. You know everyone expects something extra special from the world's largest maker of papers.

So up go your sleeves. You call on every extra ounce of your paper-making skill. Your war-tried experience goes to work overtime. And—what results you get!

Take INTERNATIONAL OFFSET, for instance. When ready, it goes to the field. Back come the

reports: "It's tops for appearance and all-around adaptability." "Couldn't ask for a finer paper this year—or any year." "A knockout—when can we get more?"

Yes, INTERNATIONAL OFFSET is a best seller—not enough to go around right now. But there will be... along with other International Papers which stand out on any basis of comparison. International Paper Company, 220 East 42nd Street, New York 17, N. Y.





## EQUIPMENT & BULLETINS

### New Book on Ink Mixing

"The Colorscope", P & L Publishing Co.,  
132 White Street, New York 13, N. Y.  
Reviewed by Herbert P. Paschel

Among the many regular tasks confronting the lithographer and his pressmen is the matter of obtaining or mixing inks to match the sample submitted by the customer. Very often the color sample accompanying the layout is not actually a patch of ink but may be water color, crayon, oil color, etc., which, in many cases, are difficult if not almost impossible to duplicate. Too often the effort required to match the sample results in considerable loss of time—activity around the ink mixing slab, an array of inks and, numerous provings and comparisons until the desired result is obtained. Furthermore, although the resulting mixture may match or approximate the sample, duplication of the ink at a future date is often possible only by a repetition of the process.

Two lithographers have taken an idea of systematizing, simplifying and controlling the matching of inks and compiled it into book form so that any lithographer or buyer can use it to duplicate colors with a minimum of effort. Part of the plan includes a sample book from which the customer can make his selection with every assurance of precise duplication. The results of the efforts are presented in book form entitled, "The Colorscope."

The authors, Paul A. Ornstein, production supervisor at D'Arcy Printing & Lithographing Corp., New York, and Lewis Wilensky, a pressman in the same plant, have many years of experience in the lithographic industry. The book represents a simple and practical approach to the ink mixing problem that has been shop

tested and shop proven according to the authors.

The Colorscope contains 76 pages of color samples. Twenty-three basic colors are represented and the mixed colors were obtained by mixing no more than two basic colors in various proportions. Each sample page consists of a halftone illustration—chosen for its full range of tone values, and six blocks ranging, by means of screen tints, from about a  $\frac{1}{8}$  tone to a solid. The six blocks are duplicated four times and include numerals and type, in solid and reverse, in order to show the contrast that can be expected at different tint strengths when running type matter on a screen background.

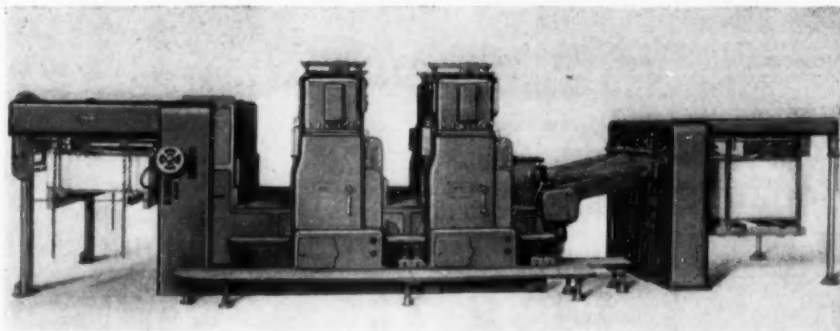
The key to the use of the Colorscope is found in the appendix where the basic colors are described and the proportions given for compounding

the mixed colors. In addition, the authors have worked out a ratio for reducing the full strength color with laketime to obtain a solid tint approximating the screen tints. This book should prove an everyday asset to the lithographer, and to the planner and buyer of lithography.

### Markets Type Gauge

A type size and space gauge, which can be used on any proof or printed sheet to determine the type face size, the type body size, or space between the lines, and the thickness of rules or borders, is being marketed by Irving F. T. Rigby, 41 Franklin St., Stamford, Conn. The gauge consists of transparent plastic material with gauging elements printed on in maroon ink. It is 11" long and  $3\frac{1}{2}$ " wide.

### Miehle Line to Offer Features Shown in Movie



The first offset press in the postwar line of the Miehle Printing Press & Mfg. Co., will be a 42 x 58" press, and later a larger and two smaller sizes will be offered, the company announced early in January. The presses will incorporate the principles featured in the Miehle No. 61 press, shown above, which was the subject of a movie widely shown in the industry. The presses will be of the unit type construction, which the announcement says was pioneered by Miehle, so that identical printing units may be added to a single color press to provide multicolor equipment. The presses are featured by basic improvements in feeding, registering and delivering the sheets, the company states, and the Dexter feeder, utilizes air only for corner separation. A longer time for registering a sheet is provided by a method of registering one sheet while the preceding sheet is being removed from the feed table. This method permits a reduction in the size of the gap and diameter of the cylinders.

The announcement states that the No. 61 has undergone almost a year of tests in commercial operation and claims that good register has been obtained on multicolor work at the rate of 6000 to 6500 sheets per hour.

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# He Who Looks Ahead:—



Is the one that will reap the benefit of more production.

It is often a big mistake to neglect your rollers and blankets until the last minute. As is frequently the case, your press may have to stand 2 or 3 hours waiting for material. Why not check now and be positively sure that the new set of Dampers or the new Blanket is waiting for any emergency?

*Our Roller Department is always ready to serve you*

## **J. H. & G. B. SIEBOLD, INC.**

*"Over half century of service"*

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## ATF Begins Delivery of Offset Presses on 'Priority'

**D**ELIVERIES of the first Big Chief sheet fed offset presses were expected to be made by January 1 to holders of ATF priority delivery certificates. E. G. Williams, president of American Type Founders Sales Corp., said as he outlined the outlook for new lithographic equipment at the year's end. "Present production schedules call for delivery of other models of both our letterpress and sheet fed offset lines by early spring, and we expect to step up deliveries gradually until peak production is reached in the fall of 1946.., Mr. Williams stated. The company, which operates plants at Elizabeth, N. J., and Mt. Vernon, N. Y., is being hampered in its reconversion program by the shortage of gray iron castings and electrical equipment, he said.

Mr. Williams outlined the situation on other ATF products as follows:

"Deliveries by our suppliers have already started on many lines that we handle such as composing room equipment, proof presses, cutters, drills, cameras and platemaking

equipment, and most supplies. These, too, will be stepped up throughout 1946 until the present backlog of orders is filled, probably sometime late in the year.

"ATF will introduce some other new products during the year of practical value to printers. Announcement of the specific nature of these products will be made from time to time.

"Every attention is also being given to the development of new products and new processes in the graphic arts field by a staff of research engineers. During the war ATF developed a number of helpful suggestions for printers on how to make the best and most profitable use of their equipment, and how to prepare to meet the problems of the peace. These have been made available to printers everywhere through trade associations and employers' groups.

"As business generally moves forward into full peacetime gear, the printing industry as a whole can look forward to a healthy participation in the prosperity that lies ahead."



David W. Schulkind (left), president of E. P. Lawson Co., and Lee Augustine, vice president of Printing Machinery, sign agreement under which Lawson will distribute PMC die-cutters in East.

### Lawson Distributes PMC

E. P. Lawson Co., Inc., New York has been appointed eastern distributor for the new PMC die-casting machine, it was announced January 1 by Lee Augustine, vice-president of the Printing Machinery Co., Cincinnati. According to David Schulkind, presi-

### Machine

dent of the Lawson Co., the distribution of the semi-automatic diecutter will be under the direction of Lawson Williams for the New England states with headquarters in Boston. Southern Atlantic states will be handled by Herman Sinnigen of the Lawson

Philadelphia branch, and other territories, including the New York metropolitan market will be served from Lawson's New York office.

Production lines already have been set up to produce the new machine which the manufacturer says cuts up to 300,000 labels per hour.

### Roller Machines Available

Ideal process roller surfacing and sectioning machines, which have been off the market since 1941, are again available in limited quantities, Ideal Roller & Mfg. Co., Chicago, announced during December. A folder describing the process system states that the system supplies accurate synthetic covering for press roller inking cores, a modern roller surfacing machine which applies a glue-glycerine face to base rollers, a roller sectioning machine to divide roller surfaces for split-fountain work, and a surfacing composition to meet special weather conditions. Copies of the folder are available from the company.

### New Exposure Control

The Hurlertron exposure control, which automatically meters accumulated exposure has been announced by Electric Eye Equipment Co., Danville, Ill. Originally developed for use in rotogravure plants for determining correct exposure of sensitized paper, the device has applications in other fields where quantities of light are measured. The unit contains a dial which may be set for the desired amount of light, and when this exposure has been accumulated the control automatically turns off the light. Details are available from the company at 16 W. Fairchild St., Danville, Ill.

### Photochrome Changes Name

The name of Photochrome Color-print Laboratory, Hollywood, Calif., has been changed to Frank Miller Laboratories. The print service recently expanded and moved to 846 N. Fairfax. There is no change in ownership or management. The laboratories specialize in enlarged color prints.

SECOND INCH... was one day scaling a big... a full artillery pack and the... Carand rifle. Oh, those 9 ex... it managed to slip its...

## FIRST IMPRESSIONS GO BY MAIL!

Be sure your letterhead gives the right impression of your organization. Your printer is the man who can best advise you on this important matter. Paper is an old story to him. He can tell you in a flash whether it has the quality you require. For executive letterheads ten-to-one he will recommend Rising Parchment...

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When you want to **KNOW**... go to an expert!

# Rising Papers

Ask your printer... he **KNOWS** paper!

Rising Paper Company, Housatonic, Mass.

**Rising Parchment**

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41

## WE ASK THEM— YOU TELL THEM

Our current advertisement asks an interesting question—one that we think you can answer in our favor.

Yes, we're back at our old game of placing the reputation of Rising Papers in your hands—and we think we're safe. We believe you are as enthusiastic as we are about Rising Parchment and will recommend it to your customers. Rising Paper Company, Housatonic, Mass.

This advertisement appears in **EXECUTIVE, ADVERTISING, SALES and SALES PROMOTION MAGAZINES.**



# Rising Papers

PRINTING AND TECHNICAL

### Introduces New pH Meter

A new type (Line-operated) pH meter was scheduled to be marketed by Macbeth Corp., New York, in the early part of January. Designed with an eye to simplicity, the new meter is said to make possible the use of adequate pH control in many operations, which, up to the present, have not been performed. The new meter, it is claimed, can be used by workmen and assistant technicians as well as chemists. Only one control in addition to the electrode switch is used. pH values are read directly on the scale in .1 units over the full range of 0-14 pH. A bulletin describing the new Macbeth Line-operated pH meter is available.

### Lucite Typewriter Rollers

Lucite, a plastic successfully used for ink distributing rollers on off-set presses and duplicators, is now being used for platens and feed rollers for general typewriter use, the DuPont company announces. The Lumirol Co., New York, manufacturers and distributors of the plastic parts, reports that their use doubles the number of carbon copies that can be turned out on a standard typewriter, and that the rollers are good for the lifetime of the machine.

### Announce pH Testers

Six new Hydriion short range pH test papers have been announced by R. P. Cargille, 118 Liberty St., New York 6, with which pH readings to 0.25 may be made through color changes in the test papers. The six papers cover the range pH 1 to 14, and are marketed in plastic dispensers. A descriptive folder is available to *Modern Lithography* readers from the company.

### Lithomat Buys Co.

Lithomat Corp., Cambridge, Mass., manufacturer of plastic lithograph plates and other products, recently bought the outstanding stock of Chemical Products Corp., East Providence, R. I. The latter company will continue production and sale of industrial protective coatings and will manufacture some products for Lithomat.

MODERN LITHOGRAPHY

### Miller Co. to Expand

Miller Printing Machinery Co., Pittsburgh, has become a full subsidiary of Commercial Credit Co. of Baltimore which has for some time been a substantial holder of Miller stock. W. G. Montgomery, president of the Miller company announced during December. The amalgamation will provide for further expansion of the company's postwar program which started with the acquisition of the Rotogravure Engineering Co., of Boston and New York, some twelve to fifteen months ago and have continued through a plant expansion already completed at Pittsburgh which will assure a postwar capacity of twice that which prevailed before the war. Other projects under consideration are the erection of an additional plant in Pittsburgh on ground already owned by the company, the acquisition of other interests in companies active in supplying the graphic arts industry and the establishment of a press manufacturing plant in one of the Scandinavian countries.

The management of the Miller Company will continue wholly in the hands of Mr. Montgomery and of his son, Gordon Montgomery, it was said.

Miller Printing Machinery Co.'s reconversion to printing press manufacture is proceeding with speed despite extreme shortages of iron and steel castings and despite the failure of the OPA to establish prices satisfactory to the printing equipment industry, the announcement stated. Progress in plant reconversion is noticeable in the Miller plant even though a large amount of Government-owned equipment still remains on the factory floors. Company officials expressed hope that the situation will ease shortly to a sufficient extent to enable the acceptance of definite orders.

### Lawson Begins Production

Castings are being poured and machine work is proceeding in the production of the Lawson paper cutters, the E. P. Lawson Co., New York, manufacturer of the new machines, has announced. The cutters will be

ready for the market "early this year", the company promises. Features of the new machines, the statement says, include devices for greater safety, improved clamping and shear angles, and streamlining. The cutters will be sold and serviced through the Lawson organization.

### Devine Heads GPI Div.



John F. Devine, formerly operating vice president of General Printing Ink Corp., has been named president of the General Printing Ink Co., Division of Sun Chemical Corp. The former GPI organization was renamed Sun Chemical Corp. recently (ML, Dec., Pg. 54D). The GPI Co. Division includes all printing and lithographic inks and graphic arts products under the new organization. It includes American Printing Ink, Eagle Printing Ink, Fuchs & Lang, Geo. H. Morrill, Pacific Coast, Sigmund Ullman, and E. J. Kelly Co.

### Reinhold-Gould Man Back

Mike Gilbert, former Reinhold-Gould salesman, has returned to his work with that company in New York, after more than three years service with the army quartermasters. He was in the drive through France and into Germany.

### New Electronic Timer

Electronic Controls, Inc., Newark 4, N. J., has announced a new electronic timer suitable for all applications requiring highly accurate circuit timing. Time range is from 1 to 120 seconds in increments of one sec-

ond, with accuracy better than 5 per cent, the company states. The unit is housed in a slope front steel cabinet with crackle finish. Two dials are provided for time selection. One dial is calibrated in single seconds; the other in 10 second steps. A pilot light, toggle on-off switch and a push-switch are included. Information is available from the company at 44 Summer Ave., Newark 4.

### Carries President's 'Thanks'

The entire amount of paper being used for President Truman's personal "thank you" note to every honorably discharged man and woman who served in the armed forces during World War II is being made by Carew Mfg. Co., South Hadley Falls, Mass., the company has announced. The "Testimonial of Appreciation" carries the presidential seal.

### Heads Chicago IPI Plant

Fred A. Weymouth, former assistant factory manager of the Chicago plant of International Printing Ink has been appointed factory manager. Charles Rietz, former head of the IPI Varnish Laboratory and head of varnish production, is assistant factory manager. F. Jack Jeuck, former factory manager is now IPI western district manager.

### Flint Buys Coast Plant

Purchase by Howard Flint Ink Co., Detroit, of the land and buildings comprising the 6100 block on Avalon Blvd., Los Angeles, was announced by the company during December. The plant, containing about 30,000 square feet of floor space, was expected to be producing printing inks by early in 1946.

### Margolis Speaks

Morris Margolis, president of F. M. Charlton Co., New York bindery, was the speaker at the January 4 meeting of the Productioners, a New York organization of business magazine production personnel. He discussed present day binding problems and showed examples of various kinds of magazine binding.





***This can contains  
more than  
just ink!***

Into every can of Sinclair & Carroll ink goes the knowledge, experience and skill we have developed during many years of research and manufacture of lithographic inks. That's why Sinclair & Carroll has come to be known among lithographers as "a dependable source of supply."

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**PAPER SALES CORPORATION**

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*Fine Papers*

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**WORTH 2-1280**

### Harris Doubles Production

Harris-Seybold-Potter Co., operating on a production schedule more than double anything in the company's manufacturing experience, is making an effort to meet the greatest demand for equipment in the history of graphic arts. H. A. Porter, vice president in charge of sales, said, as he outlined the outlook for new presses and cutters at the beginning of the new year. "Prospective orders already listed, greater than any volume ever known in pre-war years, are expected to absorb practically all of our output for the next two years despite greatly increased production," Mr. Porter said.

Equipment is becoming available to a limited degree at the present time, and deliveries will increase steadily each month, production being maintained by double shifts in the plants and by subcontracting many items to other firms, Mr. Porter explained, and added that material shortages and other factors are having a definite effect upon the production. The market for skilled labor continues to be tight in both Cleveland and Dayton, where the Harris and Seybold plants are located.

The 1946 output will be delivered to those who have signified their in-

tention to buy through the Harris-Seybold "Purchase Proposal Plan", which enabled lithographers, printers, paper houses, and others to specify the types and sizes of equipment they wished to purchase in the postwar period. At the present time they are being notified as to when they can expect delivery. Customers who have not as yet evidenced their intentions cannot expect delivery until earlier proposals have been filled, Mr. Porter said.

He pointed out that none of the improvements in presses and cutters will be revolutionary, but that press and cutter manufacturing has always been of an evolutionary nature. To date only one of the new Harris offset presses has been introduced to the graphic arts industry, the Harris 17 x 22 which has already been described (Modern Lithography, Dec., Pg. 65.) Other new presses, following closely the pre-war sizes, will be announced in the near future, Mr. Porter stated, as he expressed confidence that the next few years will witness continued growth in the graphic arts

Below: The last lot of Harris 17 x 22" offset lithographic presses for the navy are shown in final stages of assembly. With these presses completed the assembly lines will be used for civilian production.

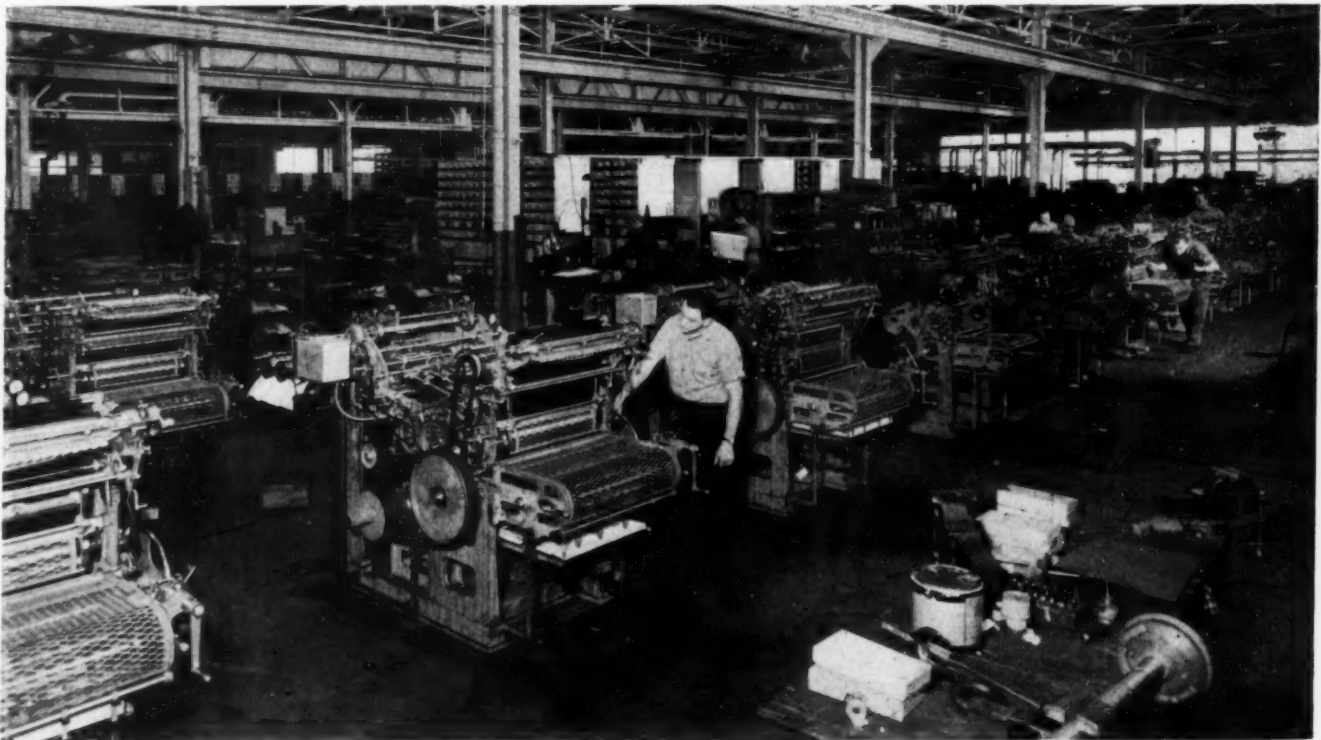
industry, particularly in lithography. "More and more, offset is becoming the accepted method of printing for an increasing list of uses," he asserted.

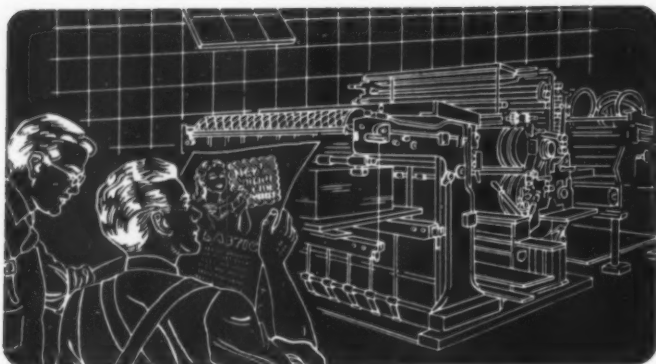
### Phillips & Jacobs Expands

Phillips & Jacobs, Philadelphia manufacturers and distributors of lithographic chemicals, recently purchased the building at 618 Race St., that city, and have made extensive alterations on the properties already occupied at 620-22 Race St., Joseph H. Winterburg, sales manager, announced during December. The firm now has new office space and a warehousing section which permits more efficient handling of materials and manufacture, Mr. Winterburg said. It also enabled the company to center more of its activities at the one location, and reduce the total number of buildings occupied from seven to five.

### Forms Chicago Company

Jerry Spero, formerly connected with Type & Press of Illinois has formed J. Spero & Co., at 372 West Ontario St., Chicago 10, a lithographing and printing equipment business.





## EASIER, FASTER MAKE-READY

Every improvement that lightens the pressman's labor is important—especially when it also makes for more faithful reproduction of solids, halftones and type.

That's where VULCAN Offset Blankets give you 4-way help. VULCANS simplify makeready because of their uniform thickness . . . assure longer runs and fewer blanket changes . . . help to achieve the ideal of perfect reproduction and cut costs.

Continuous research has given VULCAN Offset Blankets a smoother surface of great density, and imparted freedom from stretch and from surface imperfections.

Use these improved blankets. You'll know why a majority of lithographers prefer VULCANS.

# VULCAN

**PROOFING COMPANY**

First Avenue and Fifty-Eighth Street  
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with  
**"33"**

**Ink Conditioner**



*"Makes All Inks Better"*

Convince yourself—by trying it on a regular press run—that "33" satisfies every claim we make for it. Our guarantee protects you! Check the marked improvement in overall print quality. Note the sharper impressions. See how halftones stay open . . . In particular, observe the increased affinity of ink and paper.

You will find, also, that "33" Ink Conditioner reduces heating, eliminates crystallization and safeguards colors and proper trapping of colors in process work. No wonder printers agree that they get better presswork—with 15% to 31% greater ink coverage—when they add "33."

Write today for an 8-lb. can of this shop-proved ingredient and ask for a free copy of "To the Pressman."

### 100% Guarantee

**8 LB. TRIAL ORDER** If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense.

"33" (letterpress) "0-33" (litho and multilith).

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**MODERN LITHOGRAPHY**



## Books by Offset to Open in New York April 29

**T**HE New York preview showing of the new exhibition of Books by Offset Lithography is planned for April 29 and is to remain on view until May 5. A. Albert Freeman, director of the affair, announced early in January. This showing will be at the gallery of the Architectural League at 115 East 40th St. The exhibit will be opened at Glessner House, Chicago, probably during the week of May 27, Mr. Freeman said.

A committee for the exhibit has been appointed and includes J. Raymond Tiffany, Book Manufacturers Institute; Meiric K. Dutton, *Publishers' Weekly*; Burton L. Stratton, Henry Holt & Co.; Morris Colman, Viking Press; David M. Glixon, Domesday Press; Daniel F. Bradley, Harper & Bros.; Alfred A. Drucker, Grosset & Dunlap; Frank Fortney, Russell-Ruther Co.; Mrs. Frances Clarke Sayers, N. Y. Public Library; and Randal Savery, *Bookbinding and*

*Book Production*. A committee made up of Chicagoans is also to be announced.

Books may be entered by lithographers or publishers in six different classifications, Mr. Freeman said. These classifications are:

1. Trade Books, adult and juvenile.
2. Textbooks.
3. Technical Books.
4. Sponsored Books (Books used for advertising or promotional purposes, manuals, school annuals, etc.).
5. Reprints (Books first printed by letterpress and reprinted by offset lithography).
6. Special Uses of Offset (Books or any part thereof, except jackets, produced by offset lithography in connection with any other process of reproduction).

To be eligible books must have

been produced during the period from January 1, 1943 to December 31, 1945.

In addition to the display of books there will also be displays of original art work used in some of the books, an exhibit of lithography on paper and on book cloth.

Mr. Freeman reports that financial support from equipment and supply firms in the lithographic industry has been gratifying. The show is being arranged under the auspices of the Joint Lithographic Advisory Council, with the financial responsibility being carried by equipment and supply firms.

## Plans Ladies Night

The Printers Supply Salesmen's Guild of New York will hold its first postwar Ladies' Night and Dinner Dance on Saturday evening, February 9, in the grand ballroom of the Hotel McAlpin. A feature of the evening will be a "prewar" filet mignon dinner.

# RELIABLE LITHOGRAPHIC PLATE CO., Inc.

## *The Pioneer Plate Grainers of America*

**ALL PLATES  
INCLUDING THOSE  
REGRAINED FOR  
MULTILITH  
ARE MARBLE  
GRAINED**

**"R**ELIABLE" is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable! We carry a full supply of Zinc and Aluminum Sheets for Offset, Rotaprint Presses, in fact for all the lithograph trade.

**MILL  
SELECTED  
METAL  
USED  
EXCLUSIVELY  
(MADE IN U.S.A.)**

*A trial order should "sell" you our services and products.*

**RELIABLE LITHOGRAPHIC PLATE CO.**  
INCORPORATED 1916

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WE SPECIALIZE IN  
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ZINC and  
ALUMINUM PLATES  
UNGRAINED-GRAINED-REGRAINED



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The light intensity from a carbon arc lamp does not diminish from day to day—from month to month. There is no loss of brilliancy, no change in color. The arc never grows dim.

The reason for this is that the carbons, between which the arc is formed, are consumed in the arc. Thus the elements of the light source itself are not subject to deterioration. That is why the arc lamp using "National" White Flame Carbons maintains the same brilliance throughout its entire life. To you this means more accurate, always-uniform exposures.

Besides this important advantage, "National" White Flame Carbons provide speed, color distribution, and constancy unmatched by any other light source. All these factors add up to fast, dependable exposures and true reproductions in color and in black and white.

To get the most out of your carbon arc lamps, do these two simple things:

1. Wipe reflectors regularly. When dark areas show up, resurface with metallic paint.
2. Clean the carbon holders of ash and pitting. This assures good electrical contact, steady flame, and longer life for your carbons.

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30 East 42nd Street, New York 17, N. Y.  
Division Sales Offices: Atlanta, Chicago, Dallas,  
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*The word "National" is a registered trade-mark of National Carbon Company, Inc.*

### Tells Proof Press Outlook

In a statement on the outlook for proof presses, E. O. Vandercook, general manager of Vandercook & Sons, Chicago, recently declared that by Dec. 1, 1945, the company's 400 foot assembly line was starting to function and that finished presses would be available in January, 1946. The production of proof presses is directly dependent upon sufficient stocks of beds, cylinders, gears and other necessary parts on hand and in ample quantity to maintain a steady flow of materials on the assembly line, Mr. Vandercook said.

### New North Light

A new type light for color matching—"Analyte North Light Comparator"—was announced recently by Analyte Instruments, Inc., New York. Features of the new lamp include: foot or hand control; automatic cut-off when not in use; light shields that control the color matching area; folding shelf for making small matches;

and an adjustable tray for two different heights. The instrument is built of enameled steel; operates on 115 volt A.C. current; measures 20" x 20" x 15" and weighs 120 pounds.

## ALUMINUM

(Continued from Page 29)

designation covers fully annealed sheet and the symbol "H" refers to the hard rolled temper. Tests of the finished plug revealed that the "H" material offered more rigidity and 0.012 in. thick material was specified.

The breast or ring of the can is the most difficult to form. It is made on a double-acting press which blanks the ring of sheet stock and crimps this ring into a formed shape into which the top fits. The body material is then fastened to the outer side by means of the conventional lock seam. Since this ring takes the maximum amount of wear (the top is taken off and replaced constantly as the can is

opened and closed) it was desirable to make this item of heavier gauge metal and 0.014 in. thick was selected. Fortunately, it was discovered that these rings could be made in this gauge and in 3S½H temper without any change in the tools.

Several tests revealed an important relationship between the gauge and temper of the plug and that of the breast. A lighter, harder plug, when fitted to a softer, heavier breast tended to eliminate the possibility of permanent set of the material of the breast. After the can has been in use for some time, the friction fit will become loose if this variation is not incorporated in the design of these parts.

The side seam of the body was handled without difficulty and it was found that a smoother joint could be obtained in aluminum than was possible in tin- or blackplate because of the ease in cold forming this alloy of aluminum. For the body of the can, 0.012 in. thick 3S-H material was selected. Initial lithographing tests

Experienced lithographers well know that poor ink or ink not suited for a specific job steals valuable production time and makes dissatisfied customers. Use ROOSEN QUALITY OFFSET INKS for every job and you will be sure of eliminating lost time due to ink difficulties. The Roosen representative will be glad to recommend the best ink for your requirements.

## H. D. ROOSEN CO., INC.

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# BLANKOT

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## A NEW REMEDY FOR AN OLD CONDITION

BLANKOT is a liquid that immediately rectifies bad conditions of rubber blankets on offset presses, whether caused by grease and oil, water, or atmospheric conditions, all of which make rubber blankets unfit for use.

*Apply BLANKOT with a soft rag or cheese cloth*

MANUFACTURED ONLY BY

MARTIN DRISCOLL & CO. ★ CHICAGO, ILL.

GREAT WESTERN PRINTING INK CO., PORTLAND, OREGON ★ BRANCH FACTORY, MILWAUKEE, WIS.

### What Plastic Sheets Can Do For You . . .

Example No. 8: You can register color separations without making press plates.

Write for Bulletin No. 8 which contains complete information and actual samples of plastic sheets.



Sheets come in sizes up to 51 $\frac{3}{4}$  x 150"  
Exceptional dimensional stability  
Low Moisture Absorption  
Thickness Range: .005— .015 inch

### DIRECT REPRODUCTION CORP.

DYRITE 30 PINE STREET LOFTRITE  
NEW YORK 5, N. Y.

*Plastic Sheets for Drawings and Reproductions*

It's here . . . It's Foolproof!

## Colorscope

for color-right results!

Ink *can* match any color on your job, exactly, quickly, easily, when the Colorscope number is your printer's sample . . .

How Colorscope saves you time, trouble

- The 76-color range is lithographed on 50 lb. cover stock under actual press conditions.
- Each color shows 6 standard screen tint values:  $\frac{1}{8}$ ,  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ ,  $\frac{7}{8}$  and solid.
- Appendix shows exact proportions for mixing all variations on these standard colors.
- Colorscope reduces color printing to an exact science, eliminates error, guesswork headaches.

*Write today for more about Colorscope*

P. & L.  
Publishing Company



132 White Street  
New York 13, N. Y.

revealed that the same base and color coats could be used on aluminum that had previously been applied to the other metals.

The bottoms of the cans were formed without difficulty. These are made by blanking circles and crimping the edge in preparation for the pinch fit to the body of the can. Here again, no change in tools was necessary in using the material selected.

A water-soluble lubricant, similar to that used in can manufacturing procedure, was satisfactory in all cases.

The first sample cans were well made and attractive in appearance. Manufacturing and handling costs were slightly less than those previously estimated for tin- and blackplate, in view of the ease in handling of the aluminum. Minor adjustments had to be made to compensate for the magnetic feeds into the lithographing presses, since aluminum is a non-magnetic material. This, in addition to the caution in handling the easily dented aluminum, was the only variation from standard manufacturing procedure.

Cost studies indicated that the aluminum can was more expensive than the tinplate or blackplate container of similar size. The differential was found to be almost entirely due to the initial cost of the material. The price of aluminum may actually, after the war, drop to the point where this difference will be considerably reduced.

Care had to be exercised in supplying clean aluminum sheet, since excess oil interferes with the lithographing and is somewhat harmful to the tobacco. The base lithograph coat was applied without difficulty and the entire lithographing operation proved most satisfactory.

Drop tests were conducted on both partially filled and filled cans and it was discovered that the 3S alloy dented somewhat more easily than did the tin-plate items. It was found, however, that the dented sides of aluminum cans could be easily repaired by pressing the can back into shape. Preliminary tests revealed that the seams of the first cans were

being too severely formed and that subsequent operations caused a failure at this point. An adjustment in the side seam forming operation largely eliminated this difficulty.

Moisture tests were conducted by selecting random cans and filling them with water. Although leakage was found in a small percentage of the cans, it was estimated that with tools designed for using aluminum, a water-tight dry package could be readily obtained.

Can manufacturers have generally indicated their surprise in finding a minimum of difficulty in changing over from tin-plate and blackplate to aluminum. In fact, the most significant thing about the use of aluminum cans for tobacco is that it has tended to remove any doubts in the minds of can manufacturers as to the feasibility of using aluminum in this manner.

Granting that aluminum tobacco cans may be considered largely an emergency measure, it is nevertheless true that had it not been for this emergency, the development of the aluminum can might have been delayed several years. Now can makers have had the chance to demonstrate to their own satisfaction that the use of aluminum for cans is entirely feasible.

Whether or not tobacco packers will be using aluminum cans post-war, the experience gained has been helpful and has added considerably to the packagers' store of knowledge about aluminum. To the natural advantages of the metal—which include attractive appearance, light weight and non-toxic properties, may now be added the factor of ease in forming.

Careful tests must, of course, precede any general use of aluminum in the canning field. At the present time, prospects for aluminum cans seem brightest for dry products. Investigation will undoubtedly reveal many uses for aluminum cans that are justifiable at the present prices.

CREDITS: *Aluminum, Aluminum Co. of America, Pittsburgh; cans, Federal Tin Co., Baltimore; lithography, Heekin Can Co., Cincinnati; and Federal Tin Co.; opening device, The Lev-a-Lift Co., New York. ★ ★*

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# TECHNICAL BRIEFS

## From Current Literature in the Graphic Arts

Abstracts of important current articles, patents, and books, are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Lithographic Technical Foundation, Research Dept., Glessner House, 1800 Prairie Ave., Chicago 16, Ill.

### \*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk the original articles can be furnished by the Foundation (address above) as photographic copies at twenty cents per page, plus six cents postage for each four pages or less. Copies of United States patents can be obtained by sending ten cents per copy to the Commissioner of Patents, Washington, D. C.

### Photography

**\*Photographic Problems in Half-tone Color Reproduction.** J. A. C. Yule. "The Photo Engraver's Bulletin," 35, No. 4, November, 1945, pp. 149-152 (4 pages). Reviewed are the following problems and some methods proposed for their solution: The impure color of light half-tone tints; when a crossline screen is used; the halftone structure seriously affects sharpness of detail; difficulty of registering the mask accurately enough in the masking method of reproduction.

**\*The New Halftone Screen.** Walter S. Marx, Jr. "The Photo Engraver's Bulletin," 35, No. 4, November, 1945, pp. 48-54 (7 pages). This new screen, being used in conjunction with the Fluorographic process, is marked for wide-spread popularity because in operating, no change is involved in either equipment or operating technique. This article answers questions under the headings: "What Good Will it do me?"; "Where Does it Save me Money?"; "Does the Fluorographic Screen Help in my Competition With Offset?"; "Can This Screen be Used for Work Other than Combination Negatives?"; "When Can I get a Fluorographic Screen and Where?"

**\*Screen Positives.** A. Haigh and H. M. Cartwright. "The Process Engraver's Monthly," 52, No. 623, p. 274 (1 page). The making of screen positives in the camera and by contact is discussed. Positives made in the camera are more suitable for dot-etching but contact positives have dots with more uniform density. Directions for production of both types of positives are given.

**\*Photo-Reproduction.** G. C. Silcox. "British and Colonial Printer," 137, No. 892, November 22, 1945, pp. 214, 216 (2 pages). The practical chemistry of development, fixation, reduction and intensification is outlined, and the

specific actions of the various chemicals are given. The author then discusses the advantages of dry plates, and negatives on film or paper. The installment concludes with brief instructions for the reproduction of pencil sketches.

**\*Thomascolor in the Graphic Arts.** A staff member, Richard Thomas Enterprise, Inc. "Photo Engraver's Monthly," 35, No. 4, November, 1945, pp. 22-25 (4 pages). This article explains the principle of Thomascolor photography, named so by its inventor, Richard Thomas. This is a departure from black and white photography, and a contribution to the field of Graphic Arts in that either three- or four-color separation negatives are made simultaneously and directly from the subject, and the exposed film can be developed and printed, ready for inspection, in a matter of minutes.

**Photographic Color - Correction Mask.** Ralph M. Evans (to Eastman Kodak Co.) U. S. Patent 2,376,132, May 15, 1945. A colored mask is formed in a negative aspect to the transparency by exposing a light-sensitive film through the transparency in such a manner that when the mask is suitably colored and replaced in registry its spectral absorptions at every point of the image, combined with the undesired absorptions of the dyes to light absorbed by the mask are equal to a fixed value. C. A. 39, 20 4558.

### Printing Surfaces

**\*Enlarged Halftone Images.** J. S. Mertle. "Modern Lithographer," XLI, No. 10, October, 1945, pp. 192, 208 (2 pages). A brief review of projection methods of making lithographic plates and a description of the method of projection from halftone negatives now in most general use.

**\*Anodized Aluminum.** Frank H. Smith. "Process Engraver's Monthly," 52, No. 623, November, 1945, pp. 272, 273 (2 pages). The process of anodic oxidation of aluminum is discussed, together with the properties of the anodic oxide coating. Anodized aluminum plates are suitable for lithography, except that they cannot readily be deep-etched.

**Preparation of Lithographic Plates.** Charles F. King, to Lithographic Technical Foundation, Inc. "U. S. Patent" 2,390,944, December 11, 1945. The method of preparing a lithographic plate, which comprises the steps of removing deep-etching solution from the plate after it has been etched, drying the plate until it is substantially free of water and then effecting final removal of water from the etched areas of the plate by applying thereto a film forming lacquer containing a substantial portion of an anhydrous organic solvent which forms a negative azeotropic mixture with water residing on the plate, and effecting removal of the water from the lacquer by evaporation of the azeotropic mixture.

### Equipment

**\*Over-Packing the Cylinder to Compensate for Paper Stretch.** David McKinney. "The Inland Printer," 116, No. 2, November, 1945, pp. 47, 48 (2 pages). In a multi-color run, the third or fourth color printing too short or too long is a rather common occurrence. Most commonly this is caused by moisture absorption being progressive with each color each time through the press, and the paper's subsequent increase in length as a result of being ironed out under pressure. Several corrective measures are taken, some considered neither too wise nor too safe by the author. A correct method of packing the cylinder in relation to the packing of the blanket is suggested.

**Dampening Mechanism for Printing Presses.** George A. Iler, to Roberts and Porter, Inc. "U. S. Patent" 2,389,730, November 27, 1945. A dampening mechanism for printing presses comprising a printing cylinder, a printing plate, an ink roller for applying ink to said plate, a plurality of nozzles which discharge liquid in the form of streams, spray converting means which convert the streams of liquid from the nozzles into spray and direct the spray against the printing plate on the press cylinder, a shut-off gate for entirely shutting off the delivery of spray against the printing plate, and means controlled by the movement of the press for moving said shut-off gate so as to intercept the spray stream during each revolution of the cylinder, a second shut-off gate and means for automatically moving the second shut-off gate so as to partially intercept the spray stream.

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Patent" 2,390,497, December 11, 1945. Apparatus for processing lithographic printing plates from developed film comprising a cabinet housing, a vertically disposed blanket frame hingedly mounted and nested within said housing and adapted to be pivoted outwardly, a glass frame nested within said housing hingedly mounted on said blanket frame to tilt therewith, and with respect thereto, a bracket member interconnecting said frames for limiting relative tilting movement, a vacuum producing source within said housing, a conduit connecting said source and the top surface of said blanket frame adjacent said glass frame, a translucent opaquing table horizontally and slidably disposed within said housing adapted to tilt downwardly angularly when withdrawn therefrom, said blanket frame being adapted to tilt outwardly at an angle independent of said glass frame to form a rest for the outer end of said opaquing table.

#### Paper & Ink

**Paper Coating Composition.** Eugene G. Bennett, to Champion Paper & Fibre Co. "U. S. Patent" 2,369,427, February 13, 1945. An aldol type condensation product, instead of the usual HCHO, in the coating composition results in increasing resistance to penetration of printing ink and of varnish. The HCHO and other aldehyde (acetaldehyde, propylaldehyde,

butyraldehyde, heptaldehyde, ethylpropylacrolein, etc.) may be first brought together, with the aid of heat, under alkaline conditions (pH above 9.0) before being incorporated into the pigment and casein of the coating composition. The reaction between the aldehydes should be terminated before deep discoloration or resins are produced. The condensation product is then added to the casein-pigment mixture, and the resulting composition is used as the paper coating in the usual manner. Coated papers with varying degrees of ink resistance are produced by selecting products of higher or lower degree of condensation. The useful life of the composition (fluidity) may be varied similarly. The HCHO-acetaldehyde product is preferred; 5% of this product (basis casein) is equivalent in increased ink resistance to 50% additional casein. Soybean protein may be substituted for the casein with good results. C. A. 39, 21, 5078.

**Printing Ink Containing Carbon Black.** Clinton A. Carlton (to J. M. Huber Corp.) "U. S. Patent 2,384,236," September 4, 1945. Printing inks containing ground compacted carbon black with apparent density of 7-14 lb./cu. ft. are described. Compacted carbon black of apparent density 20-24 lb./cu. ft. which has been ground in a hammer mill to increase its bulk is preferably employed. This pigment can be formulated to obtain printing

inks containing carbon black in larger amounts without production of excessive viscosities. Three examples are given. C. A. 39, 22, 5511.

**Definition and Measurement of Gloss and Smoothness of Paper.** V. G. W. Harrison, "Paper Maker," 110, TS16-20 (1945). The idea of surface "finish" of paper is analyzed into (at least) 5 different sets of sense data, 3 of which luster (gloss or glare), sharpness of mirror image, and texture are apparent through the sense of sight, and 2 (smoothness and frictional resistance), through the sense of touch. The differences between the philosopher's conceptions of primary and secondary qualities are illustrated, and it is emphasized that the properties associated with "finish" are mostly secondary qualities, i.e., they have no existence apart from the mind of an observer. The difficulties which this fact introduces into the satisfactory definition and measurement of such qualities are discussed, and the methods available are illustrated by reference to the measurement of temperature and color. Finally, the chief methods at present in use in the paper industry for "measuring" gloss and smoothness are criticized in the light of the foregoing. C. A. 39, 22, 5483.

#### General

**\*pH and Lithography.** W. H. Wood. "Lithographer's Journal," 30, No. 7, (Continued on Page 89)

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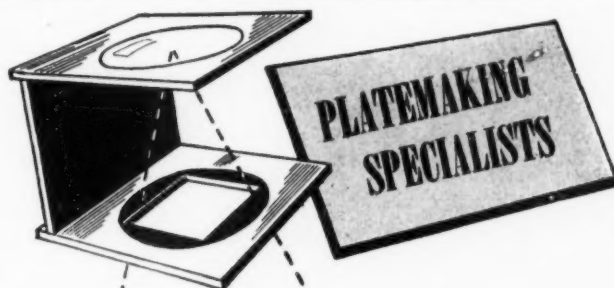
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**OFFSET MAN** in charge of plant doing high grade color and commercial work wishes to make change, middle-west or west preferred. Fully experienced in all phases of modern offset production. Address Box No. 299, c/o MODERN LITHOGRAPHY.

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(Continued on Page 87)

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## CLASSIFIED ADVTs.

(Continued from Page 35)

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### Litho Man Speaks

Q. M. Phillip, traffic manager of Universal Litho Co., Chicago, was the featured speaker at a meeting of the Calumet Transportation Association in Chicago recently.

## WEB-FED SILK

(Continued from Page 27)

time. We have a portion of this experiment, and it was certainly highly successful.

As a result of this test it was decided to proceed with the experiment of printing maps. Negatives were

prepared in conjunction with the R.A.A.F. map section, reels of silk were obtained, and the ends joined together by four rows of fine lock-stitch on an ordinary sewing machine. The reels were joined up to provide a total length of 5,000 yards. Having prepared these reels, they had to be slit, and this was done at another Melbourne newspaper office to provide two reels each of 5,000 yards and 18 in. wide.

The accompanying diagram shows the run of the material through the printing machine. This shows that the first plate cylinder, which is usually the yellow but for this special work was brown, prints direct and not offset, while the remaining two cylinders are printed offset. There is a spare pair of plate and blanket cylinders which are not used for map printing, but which in the ordinary way would provide for a single-color printing on the back of the paper when color work is being done. This diagram shows the register compensator.

The production was quite straightforward. Care was taken in the re-winding of the reels before printing that they were stretched tight, and also when the silk was threaded through the machine there was no trace of slackness. By running the

re-winder at a slightly faster speed than the feed a taut silk web was provided. The stitching of the joins was highly effective and did not affect the register.

The printing was done at speeds varying from 5,000 to 6,000 per hour, and 10,000 maps were printed in a morning of four hours' work, including the makeready, plate setting and the delivery of the maps to the R.A.A.F. Security Officers. 10,000 maps in four hours when they had previously taken months to print!

All Air Crew personnel carried the maps and a number of lives have been saved thereby. A considerable number of maps were produced to cover all phases of operations in the Pacific. Mr. Brown informs us that the American Air Force personnel were very interested in this new development, and he believes that it will become widely used because it is evident that there are many applications apart from those relating to war.

So far as registration was concerned, very little difficulty was experienced; the speed of the web was relatively slow, and it was found that the head printer by holding a hand lamp under the web could signal to another operator to make any necessary adjustments to the compensator.★★

## PRESS TIMING

(Continued from Page 39)

### Delivery Gripper Chains

The wheels on which the chains run

turn on a rod which is held at both ends by a sliding block (10-G). To tighten the chain, the adjusting nut (A) is held stationary, the lock nut (C) loosened, and the adjusting nut

(10-B) backed off. Then the adjusting nut at the front end (A) is tightened, and when the slack is removed, the lock nut (C) is re-tightened.★★

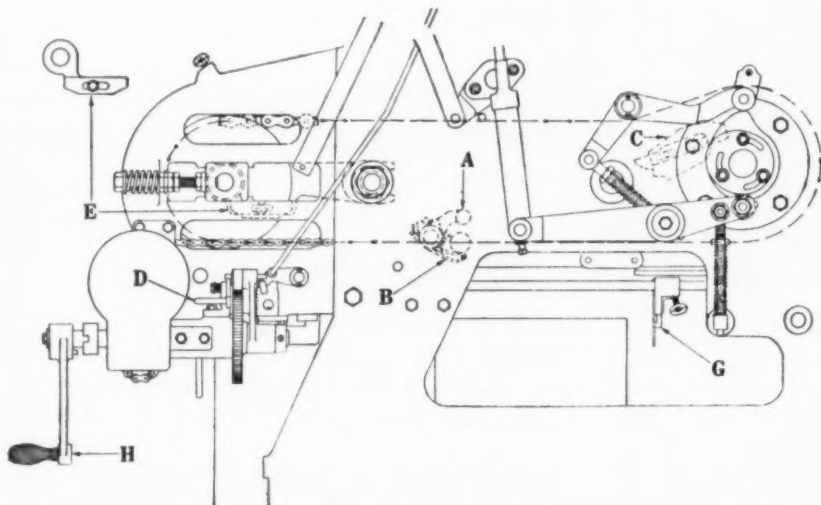


Figure 9

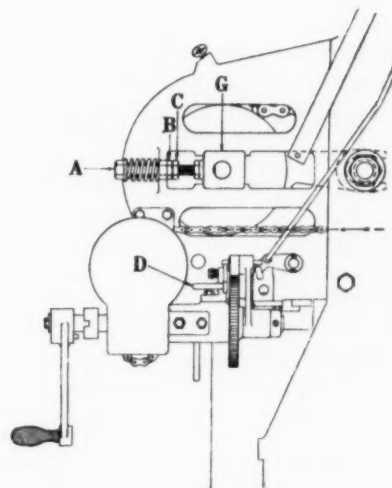


Figure 10

**If you're having plate problems, "ASK ALJEN"**

If your offset plates don't give you what you want, let us help you get *real* printed results. Expert graining and regraining assures you better printing and longer life for your plates. For careful and conscientious attention to your plate requirements, "ask ALJEN." Zinc or aluminum—any size you need.

**ALJEN SERVICE**

2128 Colerain Avenue

Cincinnati 14, Ohio

**BAUM  
FOLDING MACHINES**

SUCTION FEEDERS

*Fastest Selling Folders in America*

**RUSSELL ERNEST BAUM**

615 CHESTNUT ST.

PHILADELPHIA, PA.

**THERE ARE DEPENDABLE**

**MERCK PRODUCTS**

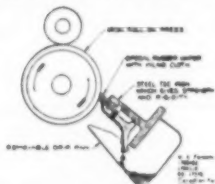
**FOR THE CHEMICAL NEEDS OF THE  
PHOTOLITHOGRAPHER**

**MERCK & CO., Inc. Manufacturing Chemists RAHWAY, N. J.**

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.  
Elkton, Va. • Chicago, Ill. • Los Angeles, Calif.

In Canada: Merck & Co., Ltd., Montreal • Toronto • Valleyfield

**INTERNATIONAL PRESS CLEANERS**



are daily demonstrating  
their efficiency in increas-  
ing Output and Lowering  
Production Costs

**This Is Our Method of Removing Ink From Press**

We invite you to take advantage of our thirty day trial offer. If interested write and let us know the size and make of your press.

**INTERNATIONAL PRESS CLEANER & MFG. CO.**  
112 Hamilton Ave. Cleveland, O.

**THE RATHBUN & BIRD CO., INC.**

IN BUSINESS SINCE 1890

**MACHINISTS**

For LITHOGRAPHERS—PRINTERS

PLANTS MOVED

REPAIR SERVICE

MACHINES RECONDITIONED

85 GRAND STREET

NEW YORK, N. Y.

Telephone: CAnal 6-4145-4146

One of our clients, a large specialty manufacturer, needs  
offset printing equipment

**WEBENDORFER OR HARRIS PRESS  
17x22" OR LARGER, PLATE MAKING  
EQUIPMENT.**

etc. They have a new building in the Bay Shore area in California. Will buy outright or will pay to transport equipment and make attractive arrangement for present owner to operate or will rent equipment, in fact, they need the equipment and will make mutually satisfactory deal. Can guarantee paper supply, and enough work to keep plant busy and profitable. If you have such equipment and would like to move to California or want to sell out, write fully. Prompt action direct with principal.

Address: J. B. ALLEN

E. H. BROWN ADVERTISING AGENCY

933 Merchandise Mart

Chicago 54, Illinois

**Macbeth**  
*World's Standard Photo Lamps*

FOR

Camera Work or Printing

**MACBETH ARC LAMP CO.**

875 No. 28th Street Philadelphia 30, Pa.

**TAKE THE ELEMENT OF  
CHANCE OUT OF PLATEMAKING**

with:

**NU-COAT**

The synthetic surface coat-  
ing that insures sharp half-  
tones and long press runs.

*"A quality product for quality workmanship"*

**BEECHEM LABORATORIES**

St. Johns, Mich.

MODERN LITHOGRAPHY

## TECHNICAL BRIEFS

(Continued from Page 83)

October, 1945, p. 421 (1 page). Colorimetric and electrometric methods for the determination of pH are discussed. The iso-electric point (pH of minimum solubility) of egg albumin is 4.86, of casein is 4.6, and of gelatin is 4.83. The pH of fountain solution should be 4.6-4.8. The pH of albumin coating solutions should be 8 to 10. Deep etch coatings operate well at pH 8 to 9.5. A pH control of ammonia or bicarbonate solutions for development of plates in desirable.

### Miscellaneous

\*Offset Standard Layout and Stripping Procedures. R. Ernest Beadie. "The Inland Printer," 116, No. 2, November, 1945, pp. 68-71 (4 pages). Progressive steps in making the layout are given. Diagrams are shown and simple tests for accuracy are described, together with stripping methods for simple color work and for combination plates.★

### Issues Cost Charts

"Cost and Production Tables for Offset Lithographers" is the title of a booklet just published by Fred W. Hoch Associates, Inc., New York. as one of a graphic arts standard management series. The booklet's foreword states that it includes "complete production and cost information for quick and ready reference." Material is prepared for the average job in lithography, but no effort has been made to include the intricate job in detail explanation, it continues. Sections of the 24 page 8½ x 11 booklet cover such things as estimating offset lithography, presswork costs, washup costs, composition, binding costs, typing costs, a guide to cutting paper without waste, and economic hour costs. The booklet also contains a copy of the trade customs of the National Association of Photo-Lithographers.

### Markets Luminescent Tape

The Conti-Glo Division of Continental Lithograph Corp., Cleveland, is marketing a phosphorescent paper tape for use in sign making and other fields. The paper is cream colored in daylight, but glows with a blue-green color in the dark.



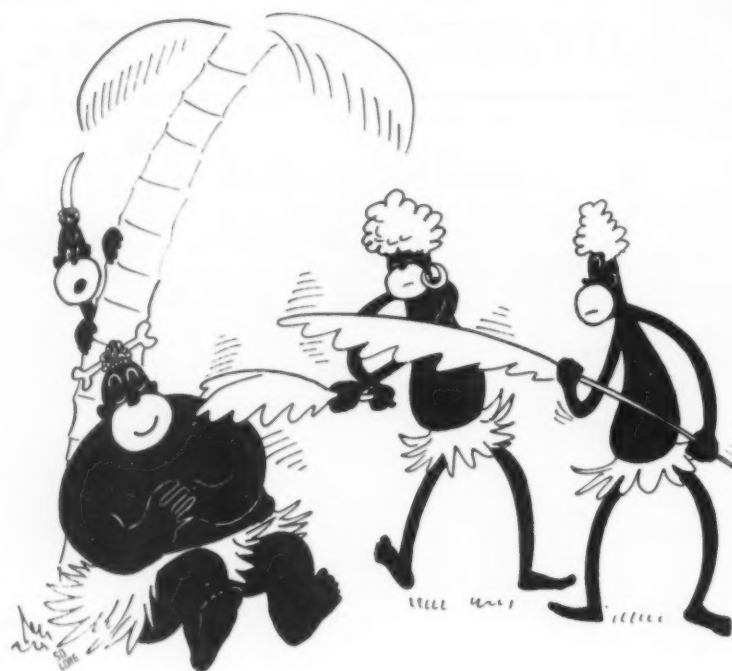
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(The Advertisers' Index has been carefully checked but no responsibility can be assumed for any omission.)





"Wake up quick, Cuthbert! De war's ober!"

## Dream's End!

**W**ITH the war over, the salesman's dream is ended . . . not too far ahead is the end of the road of easy selling . . . of fat juicy orders at top prices coming in over the transom . . . the end of the sellers' market . . . salesmen will again soon mount their fiery steeds and away to the road . . . the days of soft orders are fast drawing to a close . . . selling is about to be revived. . .

And as an adjunct to your revived selling plans, may we point out the important and valuable part which business paper advertising has played in the past . . . if you would resume sales efforts in the field of Lithography, may we suggest early consideration of advertising in

### **MODERN LITHOGRAPHY**

254 WEST 31st STREET

NEW YORK 1

*Member, Audit Bureau of Circulation*

## TALE ENDS

**T**HE housing shortage is reaching right down into the heart of the lithographing business. In our classified advertising columns this month (page 87 and no extra charge) is the plea of a litho cameraman who wants a permanent job in a location where there are four- or five-room houses or unfurnished apartments for rent. That's a slightly new twist in house hunting.

★

Speaking of silk war maps (page 27), a former employee of the publishers of ML has come back from the wars to report that he made good use of such a map in a hair-raising experience in German-occupied France. Lt. John Vollmuth, who used to handle mail and do some writing for ML, was a bombardier in a B-24, and his plane was riddled by flak over France and Luxembourg. Of the entire crew, only Lt. Vollmuth and one other man escaped death by parachuting down. Lt. Vollmuth was taken in tow immediately by the French underground after remaining in hiding for some time, and was disguised as a Frenchman and sent to Paris. He spent many days in Paris keeping out of trouble with German authorities by riding on the subway. He tells that one day he was holding a French newspaper (which he could not read) trying to look interested, and a German soldier standing beside him dropped his rifle on the American's toe.

Later on he was riding in a train compartment and, reaching in his pocket for a handkerchief, mistakenly pulled out the silk map of the U. S. Air Forces which had guided him around France. Putting it up to his face, he suddenly froze on discovering what he had in his hand. He thrust it back into his pocket and carefully looked around to see if anyone had seen him. Two Frenchmen had, but they only smiled knowingly.

After being reported missing for many months, Lt. Vollmuth suddenly turned up in our office again.

**MODERN LITHOGRAPHY**



## *the responsibility of* **PAPER-POSSESSION** *continues*

Paper for printing is a scarce and valuable article. Not only this country, but all the world is paper-hungry. Those who possess a supply have a public responsibility neither to hoard paper nor to waste it. Advertisers and printers are asked to devote as much "white space" as possible to the public-policy campaigns of The Advertising Council. Urgent current campaigns are: Anti-inflation, Veterans' Rehabilitation, Help for Hospitals, Red Cross Funds, UNRRA Clothes and Foods.

Space donated by

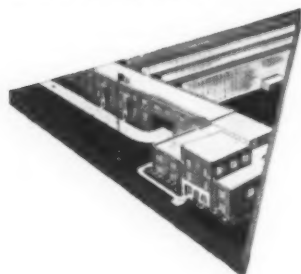
**THE MARTIN CANTINE CO. • SAUGERTIES, N. Y.**

*Specialists in Coated Papers Since 1888*



*Cantine's* **PRECISION** *Coated Papers*

CLEVELAND PLANT

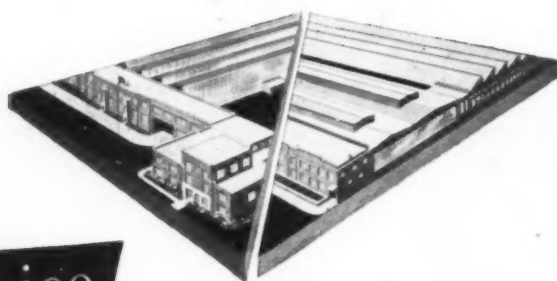


DAYTON PLANT



THE **PLUS** OF

Harris + Seybold Service



HARRIS-SEYBOLD  
SERVICE

Solutions to problems in the graphic arts are, directly or indirectly, all aimed at the same spot—satisfying the customer with the finished piece, *printed and trimmed*.

When it comes to printing by offset, gravure or letterpress, Harris presses have, for half a century, offered many of the best answers. And for 60 years similar leadership has been earned by Seybold machines, for precision cutting and trimming.

The new integrated service now offered by Harris-Seybold, both on printing and cutting problems, through new direct factory offices, therefore, represents a PLUS service which neither Harris nor Seybold ever could have offered alone. The Harris-Seybold-Potter Company, General Sales Offices, Cleveland 5, Ohio.

**HARRIS • SEYBOLD**

HARRIS PRESSES • SEYBOLD CUTTERS • OTHER GRAPHIC ARTS PRODUCTS